



## Specialty Bun Choices That Always Deliver.



Brioche



Hearth Baked Potato



Challah

Customization is key for today's patrons. Traditional and innovative Thaw & Serve European Bakers bread products from Flowers Bakeries give you better choices for today's varying tastes. From healthy to indulgent, we've got you covered.

DINERS WANT  
NATURAL-TEXTURED  
BREADS LIKE  
**ANCIENT  
GRAIN**<sup>1</sup>

NEARLY  
**50%**  
OF CONSUMERS  
WANT PREMIUM  
SANDWICH BUNS<sup>2</sup>

BRIOCHE  
BREAKFAST  
MENU MENTIONS  
**UP  
133%**<sup>3</sup>

**58%**  
OF PATRONS  
**WILL PAY MORE**  
FOR PREMIUM BREAD  
SANDWICHES<sup>4</sup>

**POTATO  
BUNS**  
ARE GROWING FAST  
AT INNOVATIVE  
RESTAURANTS!  
FLOWERS POTATO  
BUNS ARE  
**UP BY 28%**

SPECIALTY  
BUNS  
GROWTH  
**UP  
37%**<sup>5</sup>

**CHALLAH  
BUNS**  
PAIR WELL WITH  
ON-TREND ETHNIC  
SANDWICH INGREDIENTS<sup>6</sup>  
CHALLAH BUNS ARE  
**UP BY 70%**

CONSUMERS SEEK  
**HIGHER-QUALITY**  
BUNS & ROLLS  
AND ETHNIC FOOD  
OPTIONS LIKE  
**CIABATTA &  
CHALLAH  
BUNS**<sup>7</sup>