



Drive Better Options for
Today's Diverse Tastes.



Thick Sliced Wheatberry



White Panini



Premium White

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.

61%
OF DINERS
EAT 1
SANDWICH
PER WEEK¹

TOTAL
SPECIALTY
LOAVES SALES
UP NEARLY
7%
IN 2018²

58%
OF PATRONS
WILL PAY MORE
FOR PREMIUM BREAD
SANDWICHES³

MARBLE RYE
IS ONE OF THE
**FASTEST
GROWING**
FSR SANDWICH
INGREDIENTS⁴

SOURDOUGH
APPEALS TO
**GLUTEN
SENSITIVE**
DINERS⁵

77%
OF OPERATORS
MENU
SANDWICHES⁶

WHOLE WHEAT
IS THE
#1 BREAD
AMONG ALL
GENERATIONS⁷

1 IN 3
DINERS
WANT MEAL
CUSTOMIZATION⁸

HIGH CROWN
LOAVES SALES
UP
8.5%
IN 2018²