



C-Store Solutions

Specializing in premium quality, labor-saving Thaw & Sell Muffins, Predeposited and PanFree® Muffins, Sliced Banana Bread and so much more!

NO LABOR!

Premium Quality
Thaw & Sell Muffins
The Perfect + 1



+



Our Mission & Values

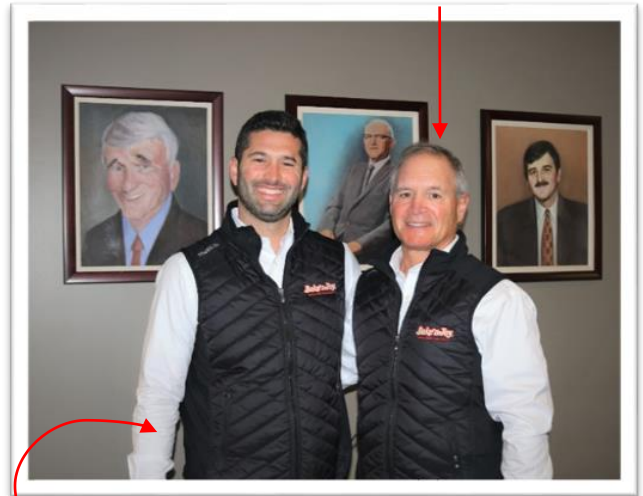
Family owned and operated since 1941

Abraham Ogan, Founder



Son
Jerry

Grandson Bob, CEO



Great Grandson Michael, President

Vision

- Bake'n Joy will be living proof that caring, integrity, hard work and innovation at all levels create success.

Mission

- We will continuously improve all aspects of our business in order to sustain the long-term success of our customers and ourselves.

Values

- **Customers are the focus of everything we do.**
- Associates are critical to our success.
- Services and products drive our growth opportunities.

Culture

- Teamwork: Everyone at Bake'n Joy is passionate about keeping our promises.
- Responsiveness: We are committed to servicing your needs professionally and in a very timely manner.
- Flexibility: Ability to customize and tailor formulations to meet your business goals.
- Dedication: Bake'n Joy is dedicated to actively enhancing your brand and brand equity.
- Social Responsibility: We care about our carbon footprint, sustainability and behaving as a good corporate steward in our community.

Leverage the Appeal of Predeposited Muffin Batters for Convenient, Fresh-Baked Goods—While Saving Time and Labor



Sponsored content from our partner



Baked goods are the ultimate crowd-pleaser any time of day or night. Find ways to offer quality fresh-baked muffins and more while keeping labor low.

Baked goods—driving sales at breakfast and snack-time

Bakery items are perfect for convenience foodservice's fastest-growing dayparts.

About **one in three** c-store retailers expect breakfast and morning snack sales to increase in the next six months.¹



60% of retailers are increasing the number of items on their breakfast menus—more than any other daypart.²



Mid-morning is the most popular time for consumers to purchase c-store foodservice snacks.³



Top baked goods consumers say they would likely purchase from the c-store for breakfast²



Pastries 37%



Muffins 31%



Breads 31%

The **top two reasons** consumers cite for purchasing breakfast foodservice items from c-stores is because they can get their **food quickly (28%)** and that **food is portable (26%).²**

24% of consumers say higher quality items would increase their breakfast purchases from c-store foodservice.²

Keep labor low and quality high

Retailers' current top concerns include:⁴



Competing with bakeries and cafes:

85% of c-store operators consider coffee/beverage shops their No. 1 competitor for breakfast-time sales, and 29% consider them their biggest competitor for snack sales.¹

Top baked goods served as sides (by menu penetration):³

Bakery cafes



Coffee cafes



Top muffin flavors (by menu penetration):⁴



Sources:
 1. Technomic's April 2022 C-Store Operator Update
 2. Technomic's February 2022 C-Store Consumer Market Insight
 3. Technomic's 2022 Category Menu Insights—U.S.—Bakery & Coffee Call
 4. Iqvia menu data

Bake'n Joy PanFree[®] muffins are ready to bake straight from the freezer—offering fresh-baked quality in a snap. And because they have a sturdy baking liner, no muffin pan is required. *Simply place on a baking sheet and bake.*

Product Solutions

NO LABOR

Thaw & Sell Muffins – Baked, Frozen

5 oz. Muffins in top selling varieties of Blueberry, Chocolate Chip and Double Chocolate Chip! Premium Quality Muffins to increase traffic and repeat purchase. The Perfect + 1 to any beverage sale.
5 oz. / 24-cnt.



NO LABOR

Sliced Banana Bread and Pound Cakes – Baked, Frozen

We do all the work, you take all the credit! Delicate, sweet and perfectly balanced banana bread and pound cakes. One 7 oz. package contains 5 slices. You can wrap for individual unit sales. Available in Banana, Butter Pound, Lemon Pound and Blueberry.
7 oz / 20-cnt.



NO LABOR

Baked Half Sheet Cornbread – Baked, Frozen

Authentic, corn-forward, moist and golden brown throughout, this cornbread sets the bar high! Cut to any size or shape you choose.
4.5 Lb. / 4 –cnt.





READY TO FINISH

Whoopie Pie Shells & Cupcakes – Frozen, Thaw & Finish

Fully baked whoopie pie shells and cupcakes ready for your finishing touches.

READY TO BAKE

Ready to Bake Predeposited and PanFree Batters – Frozen, Raw

Premeasured batters for muffins.

Available in sizes 4.25 oz., 4.5 oz. and 6.25 oz. as well as brand attributes ranging from everyday, to premium. Special *seasonal* flavors available such as Pumpkin and Peach.



NO LABOR

Gluten Free Doughnuts, Individually Wrapped 2 oz. Doughnuts – Frozen, Thaw & Sell

Retail packages of the most delicious GF doughnuts you will ever taste!

- No Gluten
- No Dairy
- No Soy
- No Peanuts
- No Tree Nuts
- Certified Kosher
- Certified Gluten Free
- Merchandise on shelf and/or freezer



new

Bake'nJoy[®]

THAW & SERVE MUFFINS

Quality Meets Convenience!

Increase bakery sales with new Thaw & Sell muffins from Bake'n Joy; purveyors of the highest quality baked goods since 1941.

Baked fresh then immediately frozen to lock in flavor and freshness! Taste the difference premium ingredients make!

NO
LABOR!

Available in 7
popular flavors!

ITEM #	5 oz. BAKED MUFFINS	Wt. oz.	Units	Pkg
4940208	BNJO Blueberry w Sugar	5	24	case
4941208	BNJO Chocolate Chip w Chips	5	24	case
4943208	BNJO Cinnamon Coffee Cake w Cinn Streusel	5	24	case
4942208	BNJO Triple Chocolate w Choc Chips	5	24	case
4944208	BNJO Cranberry Orange w Sugar	5	24	case
4945208	BNJO Corn (no topping)	5	24	case
4946208	BNJO Pumpkin w Cinn Streusel (Seasonal)	5	24	case



- No Labor! Simply thaw and sell or serve!
- Loaded with fresh fruit, chips and toppings
- 24-count case for easy inventory management
- Premium quality and delicious taste will keep them coming back again and again

Gross Case Weight: 9.25 Lb.
 Net Case Weight: 7.5 Lb.
 Dimensions: 15.5 x 11.9 x 7.6
 Ti/Hi: 10 x 10
 Cube: .81 Cf
 Storage: 0° or below
 Shelf Life Frozen: 364 days
 Shelf Life Ambient: 7 days



Blueberry topped with Sugar



Chocolate Chip topped with chips



Cinnamon Coffee Cake topped with cinnamon streusel



Triple Chocolate topped with chips



Corn



Cranberry Orange topped with Sugar



(Seasonal) Pumpkin with Cinnamon Streusel

2 wrapped trays per case for a total of 24 muffins



Bake'nJoy®

— FROZEN PREDEPOSITED —

Ultra Moist Muffins



Moist, decadent and with 15%-20% more inclusions than other Bake'n Joy batters, Ultra Moist muffins are for consumers looking for a premium sweet indulgence!

Predeposited Muffin Batters

Save time and labor with UltraMoist large, 6.25 oz. pre-scooped muffin batters. Simply pan and bake for perfectly consistent muffins every time. UltraMoist muffins contain 15%-20% more inclusions than other Bake'n Joy brands. Bake only what is needed. No batter waste. **So many varieties!**

ITEM #	6.25 oz. PREDEPOSITED MUFFINS	Wt. oz.	Units	Pkg
8255230	BNJUM Apple Cinnamon	6.25	75	case
8253230	BNJUM Banana Nut	6.25	75	case
8250230	BNJUM Blueberry	6.25	75	case
8263230	BNJUM Butter Rum	6.25	75	case
8279230	BNJUM Carrot Raisin Nut	6.25	75	case
8261230	BNJUM Chocolate Chip	6.25	75	case
8258230	BNJUM Cinnamon Coffee Cake	6.25	75	case
8251230	BNJUM Corn	6.25	75	case
8252230	BNJUM Cranberry Orange Nut	6.25	75	case
8266230	BNJUM Double Chocolate	6.25	75	case
8256230	BNJUM Lemon Poppy	6.25	75	case
8287230	BNJUM Peach	6.25	75	case
8257230	BNJUM Pistachio Flavored Nut	6.25	75	case
8282230	BNJUM Pumpkin (Seasonal)	6.25	75	case
8254230	BNJUM Raisin Bran	6.25	75	case
8210230	BNJUM Red Velvet Choc Chunk	6.25	75	case
8277230	BNJUM Triple Berry Blast	6.25	75	case

So easy! Pan, add topping and bake!



Bake'nJoy®

— FREEZER TO OVEN —

PanFree Muffins



Panfree®

PanFree® products from Bake'n Joy provide the ultimate time and labor convenience. Muffin batters are predeposited into a sturdy baking cup that holds shape during baking. Simply place on a baking sheet and bake!

PanFree® for Ultimate Savings!

Freezer to oven convenience! Labor-saving. No scooping. No batter waste. No muffin pan needed. The muffin batter is deposited into sturdy liners that maintain their shape throughout baking. Simply place muffins on a baking sheet and bake! Bake only what is needed. No need to purchase or clean muffin pans!

PanFree Loaf Cakes come with both a paper liner and an aluminum baking tin.

ITEM #	4.25 oz. PREDEPOSITED MUFFINS	Wt. oz.	Units	Pkg
8181212	BNJPF Banana Walnut	4.25	45	case
8170212	BNJPF Blueberry	4.25	45	case
8172212	BNJPF Chocolate Chip	4.25	45	case
8175212	BNJPF Cinnamon Coffee Cake	4.25	45	case
8171212	BNJPF Cranberry Nut	4.25	45	case
8179212	BNJPF Double Chocolate Chip	4.25	45	case
8176212	BNJPF Lemon Poppy (Seasonal)	4.25	45	case
8178212	BNJPF Pistachio Flavored Nut Muffin	4.25	45	case
8187212	BNJPF Pumpkin (Seasonal)	4.25	45	case
8177212	BNJPF Red Velvet Chocolate Chunk (Seasonal)	4.25	45	case



4.25 oz PanFree Muffins
 Gross Case Weight: 14 Lb.
 Net Case Weight: 12 Lb.
 Dimensions: 20.25 x 12.25 x 7
 Ti/Hi: 8 x 9
 Cube: 1.00 Cf
 Storage: 0° or below
 Shelf Life Frozen: 364 days



Place on sheet pan, add topping and bake!



Bake'nJoy

THAW & SERVE

Baked Half Sheet Cornbread



So sweet, moist and tender! Baked Half Sheet Cornbread can be cut and sold any way you choose! Sell by the piece or by the pound. Cross-merchandise on café food tables and near soup to go.

Item #	BNJ Brand	Cornbread Solutions by Format	Weight	Format	Units	Pkg
4619212	BNJYPL	Baked Half Sheet Cornbread	4/ 4.5 Lb.	Frozen/Baked	4	case



Gross Case Weight: 19.5 Lb.
 Net Case Weight: 18 Lb.
 Dimensions: 17 X 12.25 X 8.5
 Ti/Hi: 7 x 8
 Cube: 1.02 Cf
 Storage: 0° or below
 Shelf Life Frozen: 364 days
 Ambient Shelf Life: 5 days

- Cut into any shape
- Sell by the piece or by the pound
- Merchandise on soup and steam tables
- Add as a side to prepared meals
- See waste-saving recipes like croutons



Find waste reducing recipes at bakenjoy.com



Baked Cupcakes & Whoopie Pies

Decadent, moist and delicious! Simply thaw and apply your creative finishing touches.

Cupcakes

ITEM #	BAKED CUPCAKES	Wt. oz.	Units	Pkg.
4805215	BNJO Baked Cupcakes - Carrot Cake	4	60	case
4801215	BNJO Baked Cupcakes - Chocolate Flavor	4	60	case
4802215	BNJO Baked Cupcakes - Yellow	4	60	case
4804215	BNJO Baked Cupcakes - Red Velvet	4	60	case



Whoopie Pies

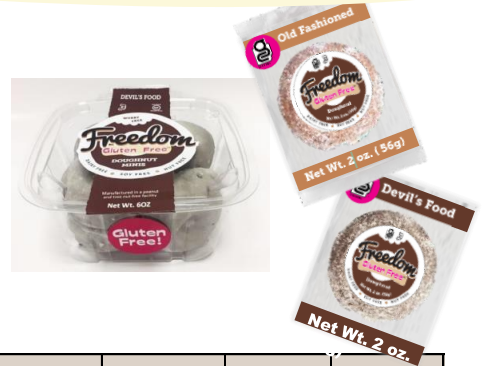
ITEM #	FILLINGS FOR DONUTS AND MORE	Wt. oz.	Units	Pkg.
7518415	BNJO White Whoopie Pie Filling and Cake Icing	15	1	pail
ITEM #	BAKED WHOOPIE PIE SHELLS	Wt. oz.	Units	Pkg.
9511207	BNJO Baked Chocolate Whoopie Shells	1	108	case



Note: Try using any scoop batter flavor to make a wide variety of cupcakes and whoopie pies. Visit bakenjoy.com for finishing and recipe ideas.



Gluten Free Doughnuts



Item #	2 oz. Individually Wrapped Gluten Free Doughnuts	Wt.	Units	Pkg.
9551005	BNJFGF Gluten Free IW 2 oz. - Devil's Food	2 oz.	36	case
9550005	BNJFGF Gluten Free IW 2 oz. - Old Fashioned	2 oz.	36	case
Item #	Gluten Free Mini Doughnuts	Wt.	Units	Pkg.
9542207	BNJFGF Gluten Free Minis - Apple Cider	5 oz.	18	case
9541207	BNJFGF Gluten Free Minis - Devils Food	5 oz.	18	case
9540207	BNJFGF Gluten Free Minis - Old Fashioned	5 oz.	18	case
9543207	BNJFGF Gluten Free Minis - Pumpkin (Seasonal)	5 oz.	18	case

Specialty Toppings

ITEM #	TOPPINGS	Wt. oz.	Units	Pkg.
0209215	BNJO Sanding Sugar	15	1	box
5157215	BNJO Gourmet Butter Flavored Streusel	15	1	box
5127215	BNJO Gourmet Cinnamon Streusel	15	1	box





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