

GONNELLA
Since 1886
WE BAKE TO DIFFER®

Fresh New Look of Signature Quality



Shoppers indicated a clear preference for our
NEW packaging with high purchase intent scores.

- ✓ **81% overall score of high shopper appeal with attractive packaging**
 - 92% among C-store shoppers
 - 84% Gen Z & Millennials
- ✓ **Increased purchase intent**
 - 79% among C-store shoppers
 - 76% Gen Z & Millennials

- ✓ **Vast majority would like to see product in their local stores**
- ✓ **76% agreed it would capture their attention in-store**

Source: **NIQ BASES**



MERCHANDISING

It's as Easy as Thaw 'N Sell

- 30-day shelf life after thawing allows for less waste and more profit
- Superior quality bakery products that retain their fresh, great flavor after thawing
- A variety of delicious products that fit all your customer's needs
- Attract easy add on sales for breakfast, lunch & dinner
- Consumer tested packaging with increased purchase intent
- Merchandising racks make for easy display and cross merchandising to boost your sales



THAW & SELL	SKU#	PRODUCT DESCRIPTION	UNIT WT.	CASE COUNT	TI/HI	DOT#
	50100	Hamburger Bun SL CPP	1.5 OZ	8-8 Packs	6X11	613958
	50104	Hot Dog Bun SL CPP	1.5 OZ	8-8 Packs	6X11	613960
	50110	1# White Bread 5/8" SL CPP	16 OZ	8 Loaves	8X9	613961
	50112	1# Wheat Bread 5/8" SL CPP	16 OZ	8 Loaves	8X9	613962

HANDLING GUIDELINES

FOLLOW THESE SIMPLE STEPS:

- Thaw Gonnella products to ambient temperature and wipe dry any moisture off the bags.
- For best customer experience, it is recommended you date the products "Best By" 30 days after removal from your freezer.
- Rotate older product on top or in front of newer product.
- Remove any product from the shelf that is older than the "Best By" date.
- Face the product with the logo towards the consumer.

HELPFUL HINTS:

Do not store product in the cooler. Refrigeration increases the staling effect on bread. Thaw time from the freezer can be reduced if individual packages are thawed separately.

SL=Pre Sliced