

GONNELLA

Since 1886

WE BAKE TO DIFFER®

THAW & SELL

ALWAYS AT THE PEAK OF FRESHNESS

PRIVATE LABEL
account for ONE THIRD
of bread category
launches in the U.S.¹



Retailers can now effortlessly provide fresh bakery bread in any store footprint. Deliver the freshness, consistency, and variety consumers crave, while marketing these breads as if they were freshly baked in your own bakery.

ON-TREND FLAVORS.
OUTSTANDING QUALITY.

only from **GONNELLA**
Since 1886

EASILY ADD OUR CONVENIENT THAW AND SELL LABELS

Our all-in-one labels are designed for easy application at store level, enhancing the customer's buying experience. Each sticker combines product claims, nutrition facts panel, and ingredient statement, simplifying the labeling process.



LABELING FOR SHELF/WALL DISPLAY

Showcase your breads with our premium labels, designed to stand out and attract customers at a glance. Place labels on bottom gusset of the package for maximum shelf or wall display impact!



LABELING FOR TABLETOP DISPLAY

Enhance your tabletop presentation with our premium labels, designed to draw attention and boost sales! Place the label on the bottom center of package for maximum product visibility to highlight your bread's quality.

18% GROWTH
of SOURDOUGH
on the menu over
the last 10 years²

41% GROWTH
of PRETZEL
on the menu over
the last 10 years²

14% GROWTH
of BRIOCHE
on the menu over
the past 4 years⁴

7% GROWTH
of CIABATTA
on the menu over
the last year²

ETHNIC THAW & SELL OFFERINGS

Now it's easier than ever for your customers to experience global flavors with our traditional ethnic bread offering. With Gonnella, there is the opportunity to increase dollar sales and grow the ethnic bread category in your stores.



TELERA ROLL

A popular white bread roll with a golden crust, often used for Mexican torta sandwiches.



BOLILLO ROLL

A torpedo-shaped roll with a crisp crust and tender inner crumb, it's a Mexican-inspired cousin of the petite French Roll.

TELERA ROLL is expected to OUTPERFORM
62% of all other foods, beverages and ingredients over the next 4 years⁷

HISPANIC
population in the US is expected to exceed 74 million in 2028³

CHOOSE GONNELLA CLEAN LABEL
THAW & SELL BREADS FOR
YOUR BAKERY

Superior quality, clean label products. Unsurpassed sourcing of healthy, whole grains and other superior, high-quality ingredients.



28% of consumers say they are influenced by whole grain/multi-grain claims⁵



Made with real ingredients/natural and no artificial flavors or colors are among the most influential product claims for bread buyers.⁶



- | | |
|-------------------------------|--|
| GONNELLA CLEAN LABEL | FREE FROM: |
| • Simple, real ingredients | ✓ Artificial flavors, preservatives & colors |
| • Vegan-friendly/Plant-based* | ✓ Bleached flour |
| • NEVER-ANY List | ✓ Trans fats |
| • Sustainable Palm Oil (RSPO) | ✓ HCFS |



GONNELLA THAW & SELL OFFERINGS

SKU#	PRODUCT DESCRIPTION		UNIT WEIGHT	CASE COUNT	TI/HI	DOT #
50023	CL French Italian Bread LBL		16.0 oz.	10 Loaves	4X11	745747
50028	CL Long French Bread LBL		16.0 oz.	18 Loaves	4X11	769643
57980	CL 1# Vienna Bread LBL		16.0 oz.	12 Loaves	4X11	614325
50101	Hamburger Bun SL LBL		1.5 oz	(8 - 8 Packs)	6X11	651271
58052 NEW	Deluxe Hamburger Bun SL LBL		3.0 oz	(12 - 8 Packs)	5X9	788807
50105	Hot Dog Bun SL LBL		1.5 oz	(8 - 8 Packs)	6X11	651273
55890 NEW	Bolillo Roll 4PK LBL		2.4 oz	(20 - 4 Packs)	4X11	787167
55892 NEW	Telera Roll 4PK LBL		2.4 oz	(20 - 4 Packs)	4X14	787189
55900	CL Sourdough Bread SL LBL		18.0 oz	12 Loaves	6X9	758573
55902	CL Whole Wheat W/Honey Bread SL LBL*		18.0 oz	12 Loaves	6X9	758574
55903	CL Multigrain Bread SL LBL*		18.0 oz	12 Loaves	6X9	758575
55904	CL 9 Grain Bread SL LBL*		18.0 oz	12 Loaves	6X9	758576
55906	CL Cinnamon Raisin Bread SL LBL		18.0 oz	12 Loaves	6X9	752295
55907 NEW	CL White Bread SL LBL		18.0 oz	12 Loaves	6X9	N/A
56140 NEW	CL Small Submarine Roll SL LBL		2.57 oz	(16 - 6 Packs)	4X11	772745
57604	Ciabatta Round Bread 1/2" SL LBL		18.0 oz	15 Loaves	4X11	N/A
57731	CL Round Pumpernickel Bread LBL		16.0 oz	12 Loaves	4X11	710179
51203	Pretzel Hamburger Bun SL LBL		3.0 oz	(10 - 4 Packs)	4X18	793536
51204	Pretzel Sub Roll SL LBL MIS		3.0 oz	(12 - 4 Packs)	4X18	793535
57911	Pretzel Sub Roll LBL		3.0 oz	42 Bulk	4X18	N/A
57912	Pretzel Dinner Roll LBL		1.5 oz	96 Bulk	4X18	660640
57913	Pretzel Hamburger Bun LBL		3.0 oz	40 Bulk	4X18	614318
54104 NEW	CL Yeast Cluster Dinner Roll LBL		1.3 oz	(18 - 12 Packs)	4X11	787119
54101 NEW	Golden Cluster Dinner Roll LBL		1.3 oz	(18 - 12 Packs)	4X11	787245

*Clean label items that are not Plant-Based / Vegan-Friendly are due to egg or honey

CLEAN LABEL 

Why Gonnella?

- **SUPERIOR INGREDIENTS**

The highest quality flour and ingredients guarantee a product that is not only consistent but has a great taste and eating experience.

- **BAKING EXPERTISE**

With over 135 years of experience, Gonnella's highly qualified bakers know how to craft products that are authentic and delicious.

- **UNPARALLELED VARIETY**

Gonnella offers a wide variety of Thaw & Sell, from clean label to ethnic, to our artisan ciabatta and pretzel rolls, that satisfy many consumers' varying tastes.

- **CUSTOMER SERVICE**

With a nationwide tech team that has deep knowledge of dough, we are committed to helping your team deliver the very best bread to your customers.

Contact us: National Sales 800-262-3442 • nationalsales@gonnella.com

Sources: 1 Innova Market Insights 2024, 2 Datassential SNAP, April 2024, 3 Innova Database, Innova Category Survey 2023, 4 Datassential 2025, compiled by Kerry, 5 Innova Category Survey 2024, 6 Innova Global Consumer Trends 2024 Report, 7 Datassential Snap Food Profile 2025, compiled by Kerry