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

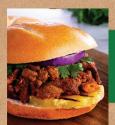
14% GROWTH
of BRIOCHE
on the menu over
the past 4 years⁴

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 2% of all other foods.

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/multigrain claims⁵



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

GONNELLA CLEAN LABEL

- Simple, real ingredients
- Vegan-friendly/Plant-based*
- NEVER-ANY List
- Sustainable Palm Oil (RSPO)

FREE FROM:

- ✓ Artificial flavors, preservatives * & colors
- ✓ Bleached flour
- ✓ Trans fats
- ✓ HCFS

GONNELLA THAW & SELL OFFERINGS SKU# PRODUCT DESCRIPTION UNIT CASE TI/HI DOT# WEIGHT COUNT 50023 CL French Italian Bread LBL 16.0 oz. 745747 10 Loaves 4X11 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 Hamburger Bun SL LBL 1.5 oz (8 - 8 Packs) 6X11 50101 651271 58052 NEW Deluxe Hamburger Bun SL LBL 3.0 oz (12 - 8 Packs) 5X9 788807 50105 1.5 oz Hot Dog Bun SL LBL (8 - 8 Packs) 6X11 651273 2.4 oz 55890 NEW Bolillo Roll 4PK LBL (20 - 4 Packs) 4X11 787167 55892 NEW Telera Roll 4PK LBL 2.4 oz (20 - 4 Packs) 4X14 787189 55900 18.0 oz 758573 CL Sourdough Bread SL LBL 12 Loaves 6X9 (((-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 Pretzel Dinner Roll LBL 1.5 oz 4X18 57912 96 Bulk 660640 57913 3.0 oz 40 Bulk 4X18 614318 Pretzel Hamburger Bun LBL 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 CLEAN LABEL to egg or honey

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