

# Premium Buns

## Transform Your Menu, One Bun at a Time

Taste success with our innovative selection of **Premium Buns**, designed to simply and seamlessly elevate your offerings. From Goldminer® Sourdough Pretzel and Mac & Cheese to Toasted Onion & Beer and Fiesta Corn & Jalapeño flavors, **there's a bun for everyone.**

### Cost-Effectively Craft LTOs to Drive Traffic

- Transform existing offerings into exciting Limited Time Offers with the simple addition of a premium bun
- Top performing LTOs in 2023 offered a unique or premium twist on a classic favorite



67% of operators report  
**up to 25% more traffic**  
during months with  
successful LTOs

**Nearly 2/3 of consumers**  
were motivated to visit  
an operator specifically  
to order an LTO within  
the past month

\*Datassential, Mastering the LTO Landscape report, January 2024

**BIMBO**  
*Bakehouse*

**Your success  
is baked in.**

Contact your Bimbo Bakehouse Foodservice representative or visit:  
**[foodservice.bimbobakehouse.com](https://foodservice.bimbobakehouse.com)**

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# Success You Can Hold

## 5 Iconic Flavors

### Mac & Cheese Flavored Bun

The ultimate comfort bun made with a distinctly classic American mac & cheese flavor

### Toasted Onion & Beer Flavored Bun

Slightly malty beer back notes complemented with toasted onion

### Old World Style Bun

A twist on a traditional soft white bun with the depth and complex aromatic flavors evocative of European baked breads

### Fiesta Corn & Jalapeño Bun

Cornmeal, jalapeños, and wheat flour create a slightly sweet bun with an approachable spice



### Goldminer® Sourdough Pretzel Roll

Slow-crafted over 24 hours, our pretzel-flavored roll is chewy with a delicate sourdough tang



## Why Premium Buns?

### Benefits to Savor

- Deliciously unique flavors and textures
- Ready to thaw & serve on-site
- Versatile across dayparts
- Utilize for multiple builds

### Rapid Growth in Deluxe Burgers

Southwest-Inspired and Mac & Cheese burgers are two of the fastest-growing burgers in the past 4 years, growing by +30% and +61%, respectively\*



\*Southwest-Inspired Burger Source: Datassential, Menu Trends, as of Q4 2023

\*Mac & Cheese Burger Source: Datassential, Mac and Cheese report, June 2023

Bakehouse Code	Product Description	Product Format	Unit Size (oz.)	Approximate Size	Case Pack	Total Pieces	Gross Case Weight (LBS)	TI / HI	Frozen Shelf Life (Days)
922006	Goldminer® Sourdough Pretzel Roll	Thaw & Serve	3	5.5" x 3.25" x 2.0"	18 ct / 6 pk	108	21.3	6 x 8	270
922057	Bimbo Bakehouse Fiesta Corn & Jalapeño 4" Bun	Thaw & Serve	2.43	4.0" x 2.0"	8 ct / 12 pk	96	15.6	5 x 9	180
922060	Bimbo Bakehouse Old World Style 4" Bun	Thaw & Serve	2.36	4.0" x 2.0"	8 ct / 12 pk	96	15.2	5 x 9	180
922059	Bimbo Bakehouse Mac & Cheese Flavored 4" Bun	Thaw & Serve	2.36	4.0" x 2.0"	8 ct / 12 pk	96	15.2	5 x 9	180
922058	Bimbo Bakehouse Toasted Onion & Beer Flavored 4" Bun	Thaw & Serve	2.36	4.0" x 2.0"	8 ct / 12 pk	96	15.2	5 x 9	180