



## FREEZER-TO-OVEN MOCHA DANISH

Fresh gourmet Danish from freezer to finish in less than 30 minutes!  
All Day . . . Every Day . . . Fresh Danish!



**ZERO**  
transfat  
PER SERVING

La Francaise  
BAKERY

**NEW!**

*La Francaise® Freezer-to-Oven Mocha Danish is the answer to delicious, freshly-baked Danish that's ready when you are.*

Convenience and freshness drive consumer bakery choices today, and La Francaise® Freezer-to-Oven Mocha Danish is a perfect way to satisfy that interest. Our FTO Mocha Danish requires no thawing or proofing and goes directly from freezer to finish in less than 30 minutes! Imagine the convenience of having freshly-baked Danish in any quantity you need, any time of the day.



## Sweet Goods Trends

**CONVENIENCE** remains the primary factor consumers consider in choosing a meal option.

**FRESHNESS** is an imperative. 92% of consumers expect their purchased food to be fresh.

**QUALITY** Growth of artisan bread sales in In-Store Bakeries (+20%) and growth of Bakery Café segment in food service has exposed consumers to the pleasures of 'fresh-baked' bakery products.

**POPULARITY** Today's consumers prefer to indulge with more upscale sweet goods, and La Francaise® Danish are a perfect choice!

Sources: IDDBA What's in Store, 2008; Mintel In-Store Bakeries, Feb. 2006; and NPD Group's 21st Annual "Eating Patterns in America", 2006.

## Features

Moist, flaky dough with striking mocha swirls

No thawing and no proofing required

Zero Trans Fat per Serving

Pre-formed, individually frozen dough pieces of uniform size

Tender, freshly-baked taste with less sweet Danish dough flavor

Ultimate versatility with sweet and savory menu applications

## Benefits

Premium taste, texture and appearance that consumers love

Faster prep, saving labor and training time, and no mistakes

Satisfies desire for healthy, on trend products

Eliminates waste – bake just what you need

Flavor complements both sweet and savory fillings and finishes

Easy to serve fresh-baked Danish for breakfast, lunch or snack



**Fruit Filling**  
(Fill-Before-Bake)



**Savory Mediterranean Pizza**  
(Fill-After-Bake)

La Francaise® Freezer-to-Oven Mocha Danish allows ultimate versatility in menu applications. Because the dough is less sweet than traditional Danish dough, it complements sweet or savory recipes equally well.

**Two ways to prepare La Francaise® Freezer-to-Oven Mocha Danish:**

- **Traditional Fill-Before-Bake:** Top with fruit filling, streusel or cream before baking for a scrumptious, sweet pastry.
- **Versatile new Fill-After-Bake:** Bake straight from the freezer, then top with savory fillings, such as roasted vegetables and artisan cheese. Pop back in the oven for a few minutes to serve warm for a delicious lunch or snack.

ITEM CODE	CASE PACK	ITEM DESCRIPTION	NET CS. WT. (lbs.)	GROSS CS. WT. (lbs.)	CASE DIMENSIONS (L x W x H)	CUBE	PALLET TIE/HIGH	0 TFA PER SERVING
46012-05100	72/3.25 oz.	Freezer-to-Oven Mocha Danish Snails	14.625	16.63	18.875 x 12.9375 x 5.5625	.78	8 x 12	YES



WHERE BAKING TRADITIONS BEGIN®

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