



udis
BAKERY



Surprisingly
**GLUTEN
FREE**
BAKED GOODS

BREAKFAST REPRESENTS 22% OF TOTAL OUT-OF-HOME DINING TRAFFIC

**YOUR GUESTS
WANT
GLUTEN FREE
OPTIONS**



27% OF THE POPULATION eats entirely gluten free or avoids gluten



GEN Z & MILLENNIALS ARE 2-3x more likely to follow gluten free diets than Gen X or Baby Boomers



GLUTEN FREE IS ON 43% OF MENUS and is projected to grow 23% through 2028!

UNLOCK PREMIUM, INCREMENTAL BREAKFAST SALES WITH UDI'S!

SOURCES: [HTTPS://CIVICSOURCE.COM/INTEREST-IN-GLUTEN-FREE-FOODS-IS-HOT-AMONG-GEN-Z-CONSUMERS-AND-QSR-DINERS/](https://civicscience.com/interest-in-gluten-free-foods-is-hot-among-gen-z-consumers-and-qsr-diners/); TATISTA JUNE 2024



#1 Brand FOR Gluten Free BREAD, BAGELS & MUFFINS!

SOURCE: CIRCANA SUPPLY TRACK DATA, 2024

NEW! GLUTEN FREE
English Muffin

With a golden, lightly toasted top and a sprinkle of white cornmeal, each bite of Udi's new English Muffin offers a satisfying crunch and a comforting, home-baked flavor. Perfect for breakfast sandwiches, slathering with butter, or enjoying on its own.



| ITEM NUMBER | DESCRIPTION |
|-------------|------------------------------|
| 98997 80670 | ENGLISH MUFFIN IW 36/2.65 OZ |

OPPORTUNITY: BREAKFAST SANDWICHES ARE MORNING DAYPART TOP-SELLERS. DRIVE INCREMENTAL, PREMIUM SANDWICH BUILDS USING UDI'S GLUTEN FREE ENGLISH MUFFINS!



NEW! **GLUTEN FREE**
Cranberry Muffin

Featuring a sugar-crusted top and real, sliced cranberries, Udi's Cranberry Muffin is gluten free baking done right. Each bite delivers a burst of sharp cranberry flavor, perfectly balanced by subtle notes of orange and vanilla.



| ITEM NUMBER | DESCRIPTION |
|-------------|------------------------------------|
| 98997 80235 | CRANBERRY MUFFIN IW 36/ 3 OZ |
| 98997 80645 | BLUEBERRY MUFFIN IW 36/3 OZ |
| 98997 80646 | DOUBLE CHOCOLATE MUFFIN IW 36/3 OZ |
| 98997 80660 | PLAIN BAGEL IW 24/ 3.5 OZ |

800-357-6543 or www.ConagraFoodservice.com



Scan this code to go directly to the Conagra Foodservice website conagrafoodservice.com



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If you sell burgers or Hot Dogs 🤪

you need



#1

Udi's is the top-selling gluten free burger bun in foodservice.

Woohoo!

Want premium, incremental sales?

Yep. We thought so.

People want - and expect - gluten free now.

#Truth



60%
By 2026

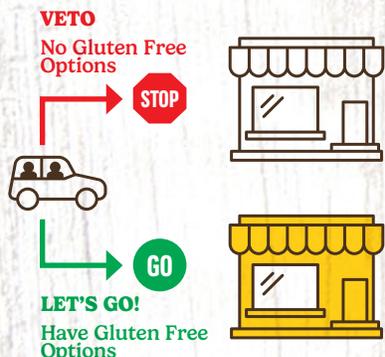
1 in 5 people eat gluten-free (~66M)

 Gluten free is the #3 health claim on menus (after "light" and "vegetarian")

 Gluten free options are projected to be on 60% of menus by 2026

No GF option? They could go somewhere else.

Yikes!



21% of people say it is "important" to have a gluten free burger option

 It's key to have a GF bun to eliminate the veto-vote and avoid losing guests (and their parties) to competitors

Udi's can help operators capture these valuable guests.

Yes!



UDI'S can help you drive incremental traffic by capturing GF seeking guests

 Plus, these incremental sales come with premium rings since people will pay more for gluten free options.

SOURCES: Circana Unify MULO+C, 2023; Datassential Data, Q4 2022; Statista Aug 2022; Circana Supply Track Data, 2022



**Gluten free baking.
It's all we do.**

UDI'S has been baking gluten free since 2008. Unlike many larger foodservice bakeries, UDI's is 100% focused on crafting gluten free buns, breads and baked goods that have better tastes and textures. **Gluten-free. It's our thing.**

Buns with Benefits

Udi's buns are:

- ✓ **CERTIFIED GLUTEN FREE**
- ✓ **KOSHER**



Allergen-Friendly Ingredients:

- ✓ **NO SOY**
- ✓ **NO DAIRY**
- ✓ **NO TREE NUTS**
- ✓ **NO PEANUTS**

Superior Packaging

Our buns ship frozen and individually wrapped.

You can thaw what you need daily and avoid waste. Plus, it helps minimize cross-contamination.



Concerned About Execution?

Successful operators address this situation a variety of ways. We can help. Let's connect!

MENU DISCLAIMERS



STAFF TRAINING



MAJORITY OF OPERATORS
Appeal to majority of gluten free guests (healthy eaters and people with gluten sensitivities)

SEGREGATED PREPARATION



SELECT OPERATORS
Appeal to all gluten free guests (including celiac and people with more severe gluten sensitivities)

Hamburger & Hot Dog Bun Deets

| PRODUCT CODE | DESCRIPTION | UNIT WT. (each) | CASE PACK | NET WT. /CASE | GROSS WT. /CASE | CASE DIMENSIONS | CASE CUBE |
|--------------|---|-----------------|-----------|---------------|-----------------|------------------------|-----------|
| 9899780644 | CLASSIC HAMBURGER BUN - Individually Wrapped - Approx. Height: 2.25" Diameter 4" | 3.20 oz. | 24 ct. | 4.8 lbs. | 5.5 lbs. | 17.8L" x 9.5W" x 9.8H" | 0.95 |
| 9899780658 | SMALL CLASSIC HAMBURGER BUN - Individually Wrapped - Approx. Height: 2" Diameter 3.25" | 2.00 oz. | 36 ct. | 4.5 lbs. | 5.3 lbs. | 17.8L" x 9.5W" x 9.8H" | 0.95 |
| 9899780620 | CLASSIC HOT DOG BUN - Individually Wrapped | 2.40 oz. | 24 ct. | 3.6 lbs. | 4.6 lbs. | 12.3L" x 7.7W" x 8.6H" | 0.47 |

NEW!