



CraftMark
| BAKERY |[®]

Crafting Custom Bakery Solutions for You

Elevate your brand with CraftMark's private label bakery solutions. We offer a variety of baked goods ranging from pre-deposited muffin batters to pre-portioned frozen cookie dough, fully baked thaw & sell cookies packaged in clamshells, and thaw & sell ready-to-eat flatbreads. Our bakery experts craft products to your specifications in our state-of-the-art commercial bakery, ensuring they exceed your shoppers' expectations, delivering delight with every bite.

PRE-DEPOSITED
MUFFIN BATTERS

PRE-PORTIONED
COOKIE DOUGH

THAW & SELL
COOKIES

READY-TO-EAT
FLATBREADS

Pre-Deposited Muffin Batters

Fresh baked muffins are easy with CraftMark's pre-deposited batters. Our innovation team can design muffin batters just for you. We can even pre-top your batters with streusels, fruit and confectionery chips creating a unique, visually appealing offering.

Features

- Freezer-to-oven convenience
- Pre-deposited into muffin cups. Just place in your muffin tins and bake
- Abundant 5.4 oz size
- Best-selling everyday flavors
- Premium formulas pre-topped with streusels and other inclusions creating an "ownable" muffin platform
- Certified Kosher

Muffin Mania

Muffins are a \$1.5B category in perimeter bakery

The category continues to grow as consumers' desire for convenient, fresh-baked goods shows no end

Muffins are a breakfast staple but are increasingly being enjoyed as snacks and treats



Pre-Portioned Cookie Dough

CraftMark's frozen, pre-portioned cookie dough is a convenient way to make delicious fresh baked cookies in your stores. Our cookie experts can design a unique cookie program just for you. Whether you're looking for a great tasting everyday cookie, a super-premium line to drive incremental sales, seasonal in-and-out flavors, or clean label formulations – our developers will design cookies that delight and inspire you and your shoppers.

Features

- Pre-portioned and freezer to oven – just place and bake
- Classic everyday formulas in the best-selling flavors and sizes
- Super Premium cookies – abundant portions with quality inclusions and decadent eye-appeal
- Clean Label formulas
- Expansive catalog of seasonal and specialty flavors
- Packed in space-saving bag-in-box cases
- Certified Kosher

Everybody Loves Cookies

94% of households eat cookies

Nearly 1 in 4 consumers say they're consuming more cookies this year than last year

Cookies are the second "most loved" dessert after ice cream



Ready-to-Eat Flatbreads

- Convenient and versatile
- Variety of shapes and sizes – square, round, oval

Thaw & Sell Cookies

When your in-store bakery operation demands speed and convenience and there's no time to bake cookies, CraftMark's thaw & sell cookies pre-packaged in clamshells are the perfect choice. Let our cookie experts craft thaw & sell cookies that meet your shoppers' tastes. Our new sugar-topping capabilities allow us to create fun and unique cookie creations such as Snickerdoodles and holiday themed, vibrantly colored cookies. And for a more premium sugar cookie offering, we can pre-top with course sanding sugar.

Features

- A variety of flavors and sizes
- Fresh-baked flavor and texture
- Conveniently pre-packaged in clamshells and tubs
- **NEW** Sugar-topping capabilities for Snickerdoodles, holiday color sprinkles, and other sanding sugar creations

