

2023

BAKING & DESSERTS

NECESSITIES FOR EVERY ESTABLISHMENT



PREPARED DESSERTS

Ready to use, thaw & serve or quick
baking treats to save you time & labor.

- **BARS &
BROWNIES**
- **CANDY**
- **CAKE**
- **CHEESECAKE**
- **PIES & CRISPS**
- **PUDDING**
- **WHOOPIE PIES**



Sweet Source[®]

— CAKES & CONFECTIONS —

Not just another "dessert" brand that plays by the rules. It's the embodiment of sweet indulgence for any time of day. It's about having convenient, indulgent sweet treats that complement any daypart and satisfy any sweet craving. Whether cool and creamy or warm and gooey, feel free to enjoy it whenever you want. Any time, any way you serve it, it's right.



PASTRIES & BAKED GOODS

Frozen unbaked, pre-proofed,
thaw-and-serve items
produced to save time & labor.

- BISCUITS
- CROISSANTS
- DOUGHNUTS
- MUFFINS
- DANISH
- PASTRY SHELLS
- SCONES
- CINNAMON ROLLS



VIE DE FRANCE PROVIDES A FULL LINE OF THE HIGHEST
QUALITY FROZEN BAKERY GOODS. OUR PRODUCTS
ARE AVAILABLE IN A VARIETY OF FORMS, INCLUDING PROOF-AND-
BAKE, PRE-PROOFED, PARBAKED AND THAW-AND-SERVE.



BATTERS & DOUGHS

- **BREAD DOUGH**
- **CAKE BATTER**
- **COOKIE DOUGH**
- **PIE CRUST**
- **MUFFIN BATTER**
- **PUFF PASTRY**

Bake'nJoy®

Where Good Taste Begins™

Premium mixes and bases, frozen batters, predeposited batters, PanFree deposited batters that bake on a sheet pan, not a muffin pan, The Original Boston Coffee Cake, and more.

TOPPINGS & CHOCOLATE

- **CHOCOLATE**
- **PEANUT BUTTER**
- **COCONUT**
- **CANDY TOPPINGS**
- **CRUMBS**
- **MARSHMALLOW**
- **NUTS**
- **SEEDS**
- **FRUIT TOPPING**
- **FUDGE TOPPING**
- **WHIPPED CREAM**



**DISTRIBUTOR OF
SPECIALTY
CHOCOLATE ITEMS &
TOPPINGS FOR BAKING,
ICE CREAM, & MORE!**

EXTRACTS, SYRUPS, FROSTINGS, & FILLINGS



Brill fillings are manufactured with the highest quality ingredients in vast array of flavors and fruit cuts to accommodate a wide range of application needs.

- CORN SYRUP
- DIPS & COATING
- CARAMEL & BUTTERSCOTCH
- HONEY
- CHOCOLATE SYRUP
- MAPLE SYRUP & MOLASSES
- EXTRACTS & FLAVORS
- FILLINGS
- ICING & GLAZE
- FOOD COLORING



FLOUR, SUGAR & INGREDIENTS

- **BAKING SODA & POWDER**
- **COCOA**
- **CORNSTARCH**
- **FLOUR**
- **GRAIN**
- **IMPROVER & CONDITIONER**
- **SUGAR**
- **MALT**
- **OATMEAL**
- **PASTE**
- **YEAST**



Unlike many competitors' flour, General Mills flour is produced to specification, meaning you can expect exceptional results each time a formulation is used: cakes rise, cookies stay soft, and bread has just the right texture—every time.





BAKING MIXES

Bake'nJoy[®]

Where Good Taste Begins™



- PIE CRUST MIX
- PANCAKE & WAFFLE MIX
- MUFFIN MIX
- GELTAIN & PUDDING MIX
- BISCUIT MIX
- COOKIE MIX
- DOUGHNUT MIX
- BROWNIE & BAR MIX
- CAKE MIX
- BREAD MIX



OUR TRUSTED PARTNERS



Where Good Taste Begins™