



C-Store Solutions

Specializing in premium quality, labor-saving Thaw & Sell Muffins, Predeposited and PanFree® Muffins, Sliced Banana Bread and so much more!

NO LABOR!

Premium Quality
Thaw & Sell Muffins
The Perfect + 1



+



Our Mission & Values

Family owned and operated since 1941

Abraham Ogan, Founder



Son
Jerry

Grandson Bob, CEO



Great Grandson Michael, President

Vision

- Bake'n Joy will be living proof that caring, integrity, hard work and innovation at all levels create success.

Mission

- We will continuously improve all aspects of our business in order to sustain the long-term success of our customers and ourselves.

Values

- **Customers are the focus of everything we do.**
- Associates are critical to our success.
- Services and products drive our growth opportunities.

Culture

- Teamwork: Everyone at Bake'n Joy is passionate about keeping our promises.
- Responsiveness: We are committed to servicing your needs professionally and in a very timely manner.
- Flexibility: Ability to customize and tailor formulations to meet your business goals.
- Dedication: Bake'n Joy is dedicated to actively enhancing your brand and brand equity.
- Social Responsibility: We care about our carbon footprint, sustainability and behaving as a good corporate steward in our community.

Leverage the Appeal of Predeposited Muffin Batters for Convenient, Fresh-Baked Goods—While Saving Time and Labor



Sponsored content from our partner



Baked goods are the ultimate crowd-pleaser any time of day or night. Find ways to offer quality fresh-baked muffins and more while keeping labor low.

Baked goods—driving sales at breakfast and snack-time

Bakery items are perfect for convenience foodservice's fastest-growing dayparts.

About **one in three** c-store retailers expect breakfast and morning snack sales to increase in the next six months.¹



60% of retailers are increasing the number of items on their breakfast menus—more than any other daypart.²



Mid-morning is the most popular time for consumers to purchase c-store foodservice snacks.³



Top baked goods consumers say they would likely purchase from the c-store for breakfast²



Pastries 37%



Muffin 31%



Breads 31%

The **top two reasons** consumers cite for purchasing breakfast foodservice items from c-stores is because they can get their **food quickly (28%)** and that **food is portable (26%).²**

24% of consumers say higher quality items would increase their breakfast purchases from c-store foodservice.²

Keep labor low and quality high

Retailers' current top concerns include:⁴



Competing with bakeries and cafes:

85% of c-store operators consider coffee/beverage shops their No. 1 competitor for breakfast-time sales, and 29% consider them their biggest competitor for snack sales.¹

Top baked goods served as sides (by menu penetration):³

Bakery cafes



Coffee cafes



Top muffin flavors (by menu penetration):⁴



Sources:
 1. Technomic's April 2022 C-Store Operator Update
 2. Technomic's February 2022 C-Store Consumer Market Brief (p. 22)
 3. Technomic's 2022 Category Menu Insights—U.S.—Bakery & Coffee Call
 4. IqTide menu data

Bake'n Joy PanFree[®] muffins are ready to bake straight from the freezer—offering fresh-baked quality in a snap. And because they have a sturdy baking liner, no muffin pan is required. *Simply place on a baking sheet and bake.*

Product Solutions

NO LABOR

Thaw & Sell Muffins – Baked, Frozen

5 oz. Muffins in 6 top selling varieties!
Premium Quality Muffins to increase traffic
and repeat purchase. The Perfect + 1 to any
beverage sale.
5 oz. / 12-cnt.



NO LABOR

Sliced Banana Bread and Pound Cakes – Baked, Frozen

We do all the work, you take all the credit! Delicate,
sweet and perfectly balanced banana bread and
pound cakes. One 7 oz. package contains 5 slices.
You can wrap for individual unit sales. Available in
Banana, Butter Pound, Lemon Pound and
Blueberry.
7 oz / 20-cnt.



NO LABOR

Baked Half Sheet Cornbread – Baked, Frozen

Authentic, corn-forward, moist and golden
brown throughout, this cornbread sets the bar
high! Cut to any size or shape you choose.
4.0 Lb. / 4 –cnt.





READY TO FINISH

Whoopie Pie Shells & Cupcakes – Frozen, Thaw & Finish

Fully baked whoopie pie shells and cupcakes ready for your finishing touches.

READY TO BAKE

Ready to Bake Predeposited and PanFree Batters – Frozen, Raw

Premeasured batters for muffins.

Available in sizes 4.25 oz., 4.5 oz. and 6.25 oz. as well as brand attributes ranging from everyday, to premium. Special *seasonal* flavors available such as Pumpkin and Peach.



NO LABOR

Gluten Free Doughnuts, Individually Wrapped 2 oz. Doughnuts – Frozen, Thaw & Sell

Retail packages of the most delicious GF doughnuts you will ever taste!

- No Gluten
- No Dairy
- No Soy
- No Peanuts
- No Tree Nuts
- Certified Kosher
- Certified Gluten Free
- Merchandise on shelf and/or freezer



new

Bake'nJoy®

THAW & SERVE MUFFINS

All Flavor No Labor!

Increase bakery sales with new Baked Muffins from Bake'n Joy; purveyors of the highest quality baked goods since 1941. Baked fresh then immediately frozen to lock in flavor and freshness! Taste the difference premium ingredients make!



**new
12-ct
case size**

Available in 6
popular flavors!

ITEM #	5 oz. BAKED MUFFINS	Wt.	Units	Pkg
4940204	BNJYPL Blueberry w Sugar	5 oz.	12	case
4941204	BNJYPL Chocolate Chip w Chips	5 oz.	12	case
4943204	BNJYPL Cinnamon Coffee Cake w Cinn Streusel	5 oz.	12	case
4942204	BNJYPL Triple Chocolate w Choc Chips	5 oz.	12	case
4944204	BNJYPL Cranberry Orange w Sugar	5 oz.	12	case
4945204	BNJYPL Corn (no topping)	5 oz.	12	case



- No Labor! Simply thaw and sell or serve!
- Your Private Label muffin solution
- We do all the work, you take all the credit
- Loaded with fresh fruit, chips and toppings
- 24-count case for easy inventory management
- Premium quality and delicious taste will keep them coming back again and again

Gross Case Weight: 4.63 Lb.
 Net Case Weight: 3.75 Lb.
 Dimensions: 16.4 x 12.4 x 4.4
 Ti/Hi: 8 x 17
 Cube: .52 Cf
 Storage: 0° or below
 Shelf Life Frozen: 364 days
 Shelf Life Ambient: 7 days



Blueberry topped with Sugar



Chocolate Chip topped with chips



Cinnamon Coffee Cake topped with cinnamon streusel



Triple Chocolate topped with chips



Corn



Cranberry Orange topped with Sugar

12 Muffins per Case

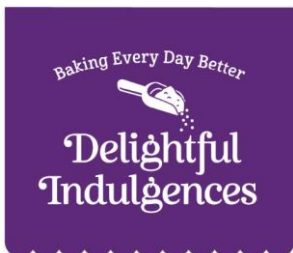


THAW & SELL

Baked Half Sheet Cornbread



**New
Size!**



The premium quality of this Baked Cornbread can only come from Bake'n Joy! So rich, moist and loaded with cornmeal for sweet, corn-forward flavor. Golden color with a visibly hearty texture. No labor, no waste and so versatile. Cut to any size or shape you choose. Sell by the item or by the pound. Convenient profitability in every sheet!

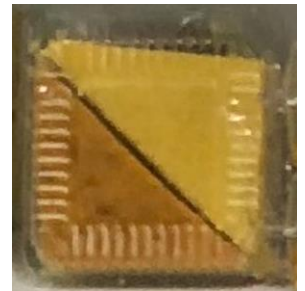
THAW & SELL CORNBREAD

ITEM #	Brand	Product Description	Format	Wt. oz.	Units	Pkg
4765216	BNJDI	4 Lb./4-cnt. Baked Half Sheet Cornbread (w Label Sheet)	Frozen/Baked	4 Lb.	4	case



Gross Case Weight: 19.5 Lb.
 Net Case Weight: 18 Lb.
 Dimensions: 17 X 12.25 X 8.5
 Ti/Hi: 7 x 8
 Cube: 1.02 Cf
 Storage: 0° or below
 Shelf Life Frozen: 364 days
 Ambient Shelf Life: 5 days

- Cut into any shape
- Sell by the piece or by the pound
- Perfect add-on to meals on the go
- Many ways to merchandise
- Make Grab-n-Go Shortcake Parfaits



new

THAW & SELL

Banana Bread, Loaf and Pound Cakes



YPL

Your Private Label thaw & sell, baked, sliced banana bread, loaf cakes and pound cakes are packaged and ready to go! Each package contains 10 slices of deliciousness. Expand your everyday range and rotate in limited time only seasonal selections.

Thaw & Sell

14 oz. Units, 18 Units per Case

BNJ ITEM #	Banana Bread, Sliced Loaf & Pound Cakes - 18-cnt case	Wt./ Unit	Units/ Case	Pkg
4601001	Sliced Apple Crisp Loaf Cake	14 oz.	18	case
5020218	Sliced Banana Bread	14 oz.	18	case
5025218	Sliced Blueberry Loaf Cake	14 oz.	18	case
5021218	Sliced Butter Pound Cake	14 oz.	18	case
5027218	Sliced Lemon Pound Cake	14 oz.	18	case
5022218	Sliced Marble Pound Cake	14 oz.	18	case
4644001	Sliced Pumpkin Loaf Cake (Seasonal)	14 oz.	18	case
5028218	Sliced Strawberry Pound Cake (Seasonal)	14 oz.	18	case
5029218	Sliced Zucchini Loaf Cake (Seasonal)	14 oz.	18	case

Packages are not labeled so you can print and add your bakery label or package for individual sale.

Gross Case Weight: 17.25 Lb.
 Net Case Weight: 15.75 Lb.
 Dimensions: 23.63 x 16.75 x 8.62
 Ti/Hi: 5 x 8
 Cube: 1.98 Cf
 Storage: 0° or below
 Shelf Life Frozen: 364 days
 Shelf Life Ambient: 7 days



Banana Bread packaging example

Leverage our great seasonal selection to generate 'Limited Time Only' excitement during opportunistic selling windows!

new

Bake'nJoy

THAW & SERVE

Whole Baked Loaf Cakes



NO
LABOR!

YPL

Loaded with fresh, flavorful ingredients and tasty toppings, our premium baked loaf cakes are the perfect way to attract attention to your bakery! Simply thaw then label to make attractive shelf displays. Available in 6 popular varieties.

THAW & SERVE BAKED LOAF CAKES

ITEM #	Thaw & Serve Whole Baked Loaf Cakes	Wt. oz.	Units	Pkg	Case GTIN
4332218	BNJYPL Whole Baked Loaf - Banana Nut w Nuts	16 oz	18	case	10793760127946
4331218	BNJYPL Whole Baked Loaf - Blueberry w Sugar	16 oz	18	case	10793760127939
4333218	BNJYPL Whole Baked Loaf - Cranberry Nut w Nuts	16 oz	18	case	10793760127953
4335218	BNJYPL Whole Baked Loaf - French Vanilla w Streusel	16 oz	18	case	10793760127977
4334218	BNJYPL Whole Baked Loaf - Lemon w Sugar	16 oz	18	case	10793760127960
4336218	BNJYPL Whole Baked Loaf - Pumpkin w Cinnamon Streusel (S)	16 oz	18	case	10793760128288

Gross Case Weight: 18 Lb.
 Net Case Weight: 16 Lb.
 Dimensions: 18.25x16.25x10.62
 Ti/Hi: 6 x 7
 Cube: 1.82 Cf
 Storage: 0° or below
 Shelf Life Frozen: 364 days
 Shelf Life Ambient: 7 days



- No baking. No Labor. Simply thaw and sell.
- Toppings applied prior to baking.
- Conveniently delivered in quality packaging for easy, attractive displays.



Banana Nut with Nuts



Blueberry with Sugar



Pumpkin with Cinnamon Streusel



Cranberry Nut with Nuts



French Vanilla with Butter Streusel
 Bake 'n Joy Foods - 351 Willow Street - No.
 Andover - MA - 01845 - 800-666-4937



Lemon with Sugar

— GOURMET PRIVATE LABEL —

Baked Coffee Cakes



servings suggestion

YPL

So moist, tender and bursting with mouthwatering cinnamon flavor! Your Private Label Cinnamon Walnut Coffee Cake has an abundance of delicate fresh walnuts on top and throughout the cinnamon ribbon.

YOUR PRIVATE LABEL BAKED COFFEE CAKES

ITEM #	YOUR PRIVATE LABEL COFFEE CAKES	Wt. Oz.	Units	Pkg
4140208	BNJYPL Apple Cinnamon	24	8	case
4137208	BNJYPL Blueberry Blizzard	24	8	case
4135208	BNJYPL Cinnamon Walnut	24	8	case
4136208	BNJYPL Marble Madness	24	8	case
4141208	BNJYPL Peach (Seasonal)	24	8	case
4139208	BNJYPL Pumpkin (Seasonal)	24	8	case

Gross Case Weight: 17 Lb.
 Net Case Weight: 15 Lb.
 Dimensions: 18 x 12 x 14
 Ti/Hi: 8 x 6
 Cube: 1.71 Cf
 Storage: 0° or below
 Shelf Life Frozen: 364 days
 Shelf Life Ambient: 7-10 days



- Fully baked – just label and merchandise.
- Eye-catching labels included in each case; perforated for flexibility in placement of flavor ID and nutrition & ingredients portions.
- Each case contains eight boxed cakes and a sheet of eight labels.
- The trendy craft-like cake boxes are ideal for private labeling, and the crystal clear window on top showcases the coffee cakes beautifully.
- Be creative with merchandising! Use decorative ribbon or string or other crafty items to personalize your cakes. (See our favorite example bottom right.)



Choose your own label placement. Labels included in every case.

Easy to merchandise! Make the coffee cakes truly your own by adding your unique touch. We like ribbon or string for a homey rustic look - even better, attach a knife and napkins for take-away sales!



Bake'nJoy

— FROZEN PREDEPOSITED —

Ultra Moist Muffins



Moist, decadent and with 15%-20% more inclusions than other Bake'n Joy batters, Ultra Moist muffins are for consumers looking for a premium sweet indulgence!

Predeposited Muffin Batters

Save time and labor with UltraMoist large, 6.25 oz. pre-scooped muffin batters. Simply pan and bake for perfectly consistent muffins every time. UltraMoist muffins contain 15%-20% more inclusions than other Bake'n Joy brands. Bake only what is needed. No batter waste. **So many varieties!**

ITEM #	6.25 oz. PREDEPOSITED MUFFINS	Wt. oz.	Units	Pkg
8255230	BNJUM Apple Cinnamon	6.25	75	case
8253230	BNJUM Banana Nut	6.25	75	case
8250230	BNJUM Blueberry	6.25	75	case
8263230	BNJUM Butter Rum	6.25	75	case
8279230	BNJUM Carrot Raisin Nut	6.25	75	case
8261230	BNJUM Chocolate Chip	6.25	75	case
8258230	BNJUM Cinnamon Coffee Cake	6.25	75	case
8251230	BNJUM Corn	6.25	75	case
8252230	BNJUM Cranberry Orange Nut	6.25	75	case
8266230	BNJUM Double Chocolate	6.25	75	case
8256230	BNJUM Lemon Poppy	6.25	75	case
8287230	BNJUM Peach	6.25	75	case
8257230	BNJUM Pistachio Flavored Nut	6.25	75	case
8282230	BNJUM Pumpkin (Seasonal)	6.25	75	case
8254230	BNJUM Raisin Bran	6.25	75	case
8210230	BNJUM Red Velvet Choc Chunk	6.25	75	case
8277230	BNJUM Triple Berry Blast	6.25	75	case

So easy! Pan, add topping and bake!



Bake'nJoy®

FREEZER TO OVEN

PanFree Muffins



Panfree®

PanFree® products from Bake'n Joy provide the ultimate time and labor convenience. Muffin batters are predeposited into a sturdy baking cup that holds shape during baking. Simply place on a baking sheet and bake!

PanFree® for Ultimate Savings!

Freezer to oven convenience! Labor-saving. No scooping. No batter waste. No muffin pan needed. The muffin batter is deposited into sturdy liners that maintain their shape throughout baking. Simply place muffins on a baking sheet and bake! Bake only what is needed. No need to purchase or clean muffin pans!

PanFree Loaf Cakes come with both a paper liner and an aluminum baking tin.

ITEM #	4.25 oz. PREDEPOSITED MUFFINS	Wt. oz.	Units	Pkg
8181212	BNJPF Banana Walnut	4.25	45	case
8170212	BNJPF Blueberry	4.25	45	case
8172212	BNJPF Chocolate Chip	4.25	45	case
8175212	BNJPF Cinnamon Coffee Cake	4.25	45	case
8171212	BNJPF Cranberry Nut	4.25	45	case
8179212	BNJPF Double Chocolate Chip	4.25	45	case
8178212	BNJPF Pistachio Flavored Nut Muffin	4.25	45	case
8187212	BNJPF Pumpkin (Seasonal)	4.25	45	case
8177212	BNJPF Red Velvet Chocolate Chunk (Seasonal)	4.25	45	case



4.25 oz PanFree Muffins
 Gross Case Weight: 14 Lb.
 Net Case Weight: 12 Lb.
 Dimensions: 20.25 x 12.25 x 7
 Ti/Hi: 8 x 9
 Cube: 1.00 Cf
 Storage: 0° or below
 Shelf Life Frozen: 364 days



Place on sheet pan, add topping and bake!



— READY TO BAKE —

Flaky, Buttery Pastry

Elephant Ear Pastry



Ready to bake pastry that is delicate, crisp and flaky.
Top with powdered sugar and see our finishing
guide for other creative ideas including fruit fillings
and streusel toppings.

READY TO BAKE ELEPHANT EAR PASTRY

ITEM #	READY TO BAKE	Wt. oz.	Units	Pkg.
9575209	BNJO RTB Cinnamon Elephant Ears	5	36	case

Gross Case Weight: 12.25 Lb.
 Net Case Weight: 11.3 Lb.
 Dimensions: 7 x 11 x 3
 Ti/Hi: 8 x 14
 Cube: .31 Cf
 Storage: 0° or below
 Shelf Life Frozen: 270 days



Use your imagination to form into different shapes, add fillings and toppings.



Baked Cupcakes & Whoopie Pies

Decadent, moist and delicious! Simply thaw and apply your creative finishing touches.

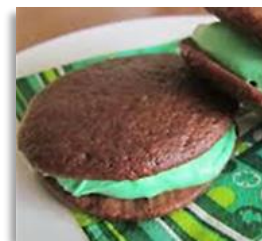
Cupcakes

ITEM #	BAKED CUPCAKES	Wt. oz.	Units	Pkg.
4805215	BNJO Baked Cupcakes - Carrot Cake	4	60	case
4801215	BNJO Baked Cupcakes - Chocolate Flavor	4	60	case
4802215	BNJO Baked Cupcakes - Yellow	4	60	case
4804215	BNJO Baked Cupcakes - Red Velvet	4	60	case



Whoopie Pies

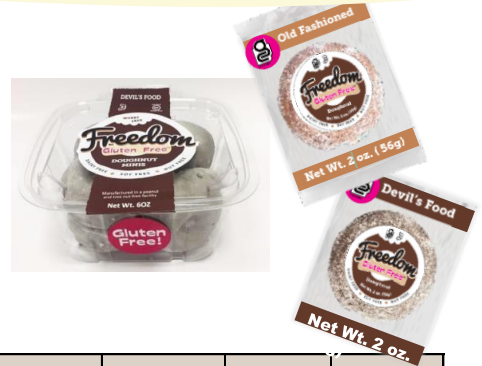
ITEM #	FILLINGS FOR DONUTS AND MORE	Wt. oz.	Units	Pkg.
7518415	BNJO White Whoopie Pie Filling and Cake Icing	15	1	pail
ITEM #	BAKED WHOOPIE PIE SHELLS	Wt. oz.	Units	Pkg.
9511207	BNJO Baked Chocolate Whoopie Shells	1	108	case



Note: Try using any scoop batter flavor to make a wide variety of cupcakes and whoopie pies. Visit bakenjoy.com for finishing and recipe ideas.



Gluten Free Doughnuts



Item #	2 oz. Individually Wrapped Gluten Free Doughnuts	Wt.	Units	Pkg.
9551005	BNJFGF Gluten Free IW 2 oz. - Devil's Food	2 oz.	36	case
9550005	BNJFGF Gluten Free IW 2 oz. - Old Fashioned	2 oz.	36	case
Item #	Gluten Free Mini Doughnuts	Wt.	Units	Pkg.
9542207	BNJFGF Gluten Free Minis - Apple Cider	5 oz.	18	case
9541207	BNJFGF Gluten Free Minis - Devils Food	5 oz.	18	case
9540207	BNJFGF Gluten Free Minis - Old Fashioned	5 oz.	18	case
9543207	BNJFGF Gluten Free Minis - Pumpkin (Seasonal)	5 oz.	18	case

Specialty Toppings

ITEM #	TOPPINGS	Wt. oz.	Units	Pkg.
0209215	BNJO Sanding Sugar	15	1	box
5157215	BNJO Gourmet Butter Flavored Streusel	15	1	box
5127215	BNJO Gourmet Cinnamon Streusel	15	1	box





Bake'n Joy Foods, Inc.
351 Willow Street
North Andover, MA 01845
800.666.4937
www.bakenjoy.com