



Merchants Grocery Company



Spring guide 2024



For more information visit Us at:
merchants-grocery.com

Foodservice

FALL COLLECTION

6 oz



Cinnamon Rolls

Delicious cinnamon paste throughout with white icing, caramel and cream cheese smear. Available in 4 convenient packs.

5 oz



Down Home Muffins

Baked with premium ingredients within tulip wraps. These muffins are also packaged in a convenient 4 count clam shell.

10 g



Waffle Sandwich

Belgian Waffle Made using traditional liege recipes. With one flat side for easy layering, these are perfect for any desired protein.

2.5 oz-
4.9 oz



Bake Shoppe Donuts

Fully finished, ready to serve donuts placed in convenient 4, 5, & 6 packs. Classic and Premium options.

contact us

Jeff Hughes (540) 717-5909
Mark Blosser (540) 219-4938
Drew Allen (540) 219-4681

foodservice

FALL COLLECTION

4 oz



Coffee House Danishes

Hand-braided and twisted with full ounce of Neufchatel cheese or raspberry filling. All drizzled with sweet white icing.

Individually
Wrapped



OOey Goey Cake

Unique, 2 layered dessert with a bulk format for ultimate portion flexibility.

5 oz



Donut Hole Cups

Coated with rich glaze and packaged with flavor, these donuts are convenient, portable, and easy on the go. Merchandising racks are also available.

3oz-4 oz



Down Home Cookies

Soft, fresh, and right out of the oven feel. These cookies have a 21 day shelf life and made with real butter and 0 trans-fat.

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donuts, rolls, & muffins



FOODSRV CLASSIC GLAZED
CINNAMON ROLL
6 / 6 CT #75013



FOODSRV BULK SWEET
CINNAMON ROLL ICED
10 / 4 PK #75014



FOODSRV OLD FASHION
CAKE DONUT
6 / 6 CT #75018



FOODSRV GLAZED
YEAST DONUT
6 / 6 CT #75005



FOODSRV CLASSIC
CHOCOLATE CAKE DONUT
6 / 6 CT #75019



FOODSRV CHOCOLATE
GLAZED DONUT
6 / 6 CT #75006



FOODSRV RASPBERRY DONUT
WITH ICING
6 / 6 CT #75009



FOODSRV GLAZED APPLE
FRITTER
6 / 4 CT #75007



FOODSRV JUMBO LONG JOHN
CHOCOLATE ICED DONUT
6 / 4 CT #75011



FOODSRV BLUEBERRY MUFFIN
WITH TULIP WRAP
6 / 4 CT #75002



FOODSRV BANANA NUT MUFFIN
WITH TULIP WRAP
6 / 4 CT #75016



FOODSRV TUXEDO MUFFIN
WITH TULIP WRAP
6 / 4 CT #75004



donut cups & ooey gooey



OLD FASHION DONUT
HOLE CUPS
12 / 5 OZ #5715



BLUEBERRY DONUT HOLES
CUP
12 / 5 OZ #5716



CHOCOLATE DONUT
HOLES CUP
12 / 5 OZ #5718



OOEY GOOEY BIRTHDAY
CAKE BATTER IW
10 / 2 OZ #6358



OOEY GOOEY CHOCOLATE
CHIP BUTTER CAKE IW
10 / 2 OZ #6347



OOEY GOOEY CINNAMON
BUTTER CAKE IW
10 / 2 OZ #6380



OOEY GOOEY KEY LIME
BUTTER CAKE IW
10 / 2 OZ #6461



OOEY GOOEY LEMON
BUTTER CAKE IW
10 / 2 OZ #6349



OOEY GOOEY PEANUT BUTTER
CHOCOLATE BATTER CAKE IW
10 / 2 OZ #6464



OOEY GOOEY ORIGINAL BUTTER
CAKE IW
10 / 2 OZ #6348



OOEY GOOEY SEA SALT
CARAMEL BATTER CAKE IW
10 / 2 OZ #6350



cookies, cakes, & brownies



CHOCOLATE CHUNK COOKIE
IW
12 / 3 OZ #5401



M&M CANDY COOKIE
IW
12 / 3 OZ #5404



OATMEAL RAISIN COOKIE
IW
12 / 3 OZ #5402



PEANUT BUTTER COOKIE
IW
12 / 3 OZ #5403



WHITE CHOCOLATE
MACADAMIA NUT COOKIE IW
12 / 3 OZ #5400



CHOCOLATE CHIP CANDY
COOKIE IW
12 / 4 OZ #5417



PEANUT BUTTER CHOCOLATE
CHIP COOKIE IW
12 / 4 OZ #5392



OATMEAL RAISIN COOKIE
4 OZ IW
12 / 4 OZ #5393



BIG FUDGY BROWNIE IW
12 / 3.5 OZ #6352



CARAMEL MOLTEN LAVA
CAKE IW
6 / 3.2 OZ #5409



FUDGE MOLTEN LAVA CAKE
IW
6 / 3.2 OZ #5407



PEANUT BUTTER MOLTEN LAVA
CAKE IW
6 / 3.2 OZ #5408



Keys to a Successful Prairie City Bakery Bulk Bakery Program

1. Keep Product Frozen

Keep products FROZEN until ready to serve. Don't store in your cooler or refrigerator. If you have a morning rush, just pull the product from the freezer, thaw for one hour, and refill.

2. Thaw Product

Remove product from freezer and thaw at room temperature for 1 hour.

3. Keep Bakery Case Clean

Customers eat with their eyes first and will be more likely to grab product from a clean case. Wipe down case with warm water only and a small amount of dish soap. Dry with soft cloth (never use abrasives, Windex or alcohol-based cleaning agents). Have tongs and paper available and face the products as necessary.

4. Keep Bakery Case Full During Prime Hours

Since the majority of Bakery Case sales are made between the 5:30 - 11:30 am hours, fill Bakery Case first thing in the morning and recheck throughout the morning hours for cleanliness and stock. Place new product behind old product for freshest sales. Towards the noon hour, consolidate trays and move product forward to a single shelf.

5. You Will Have Products Left Over

You will have stales and you will WANT to have stales at the end of the day. Too few stales and you lose business by not having enough product out. **Rule of thumb:** Have approx. 8-9% stales daily. If you're exceeding this, adjust your inventory accordingly.

Stale reduction tip: Discount the morning product after 12:00 noon.





Donut Handling Best Practices

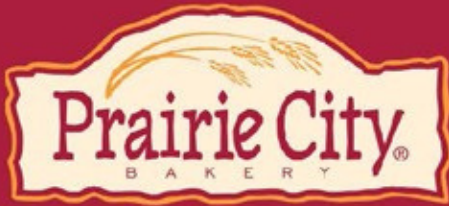
RECEIVE: Product will arrive from distributor *frozen*. Immediately put into the *freezer* (not the cooler). If product is thawed, still put into freezer immediately.

STORE: Store product in *freezer*. Product stored *frozen* has an 18-month shelf life. **Do not store in cooler as it stales product quicker.**

THAW: At the beginning of the day, remove product from freezer and thaw at *room temperature* for 1 hour. Do not thaw in cooler. For best results, remove donuts from packaging and place donuts inside of bakery case. If thawing in original tray, remove film as this facilitates the release of moisture. Avoid placing items or other donut trays on top of sealed donut trays, as this will cause indentations in the icing.

ASSESS DAILY: Review current display. Note quantity of product that should be filled/refilled. Supply from backup inventory. For best results, thaw backup donuts on sheet pans stored on covered rolling racks or other similar racking systems. The inventory levels should be based on daily par values calculated from sales history

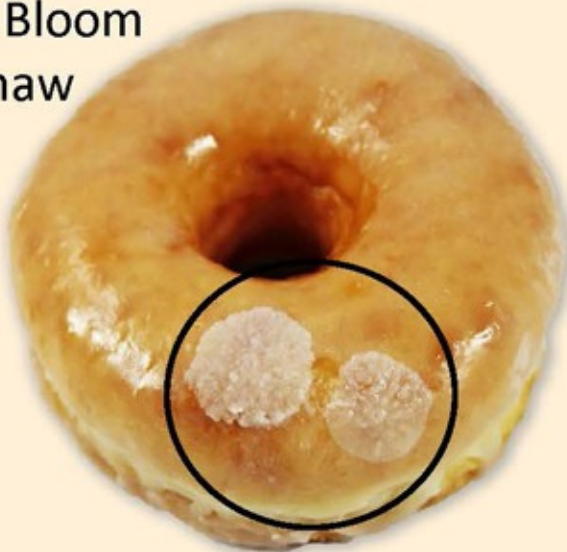
ROTATE & REFRESH MERCHANDISE: Pull existing product forward and adjust it so customers can see the attractive product. Place new product *behind* older product. Make sure display case is clean before stocking, during stocking and after stocking. Be sure to keep bakery case *full* of product.



What is a Sugar Bloom?

- Sugar bloom appears as white spots on donuts and is caused by the crystallization of sugar coming to the surface and forming on the glaze or the icing.
- While unsightly, sugar bloom does not affect the eating quality of the product nor does it pose a health threat. In most cases, it will disappear completely once the donut has thawed.
- Sugar Bloom occurs at times on items with frozen icings/glazes that contain high sugar levels and can be the result of a number of factors including changes in temperature, humidity, storage conditions, and freeze/thaw cycles.
- It can show up immediately after production or occur months after storage in the freezer. We check all production runs that leave the plant and then again as it leaves our Cold Storage Facility to make sure the bloom is not occurring.
- For best results, keep product frozen in the original master case until ready to use. Avoid storing 6pk trays in freezer without first placing in an enclosed package.

Sugar Bloom
Pre-Thaw



Sugar Bloom
Post-Thaw





Where to find Julian Codes

BULK CLASSIC & PREMIUM DONUTS

- The master case label and inner pack contain a lot code with the last digit of year, three digits for the Julian date of production, and military time produced (YJJJ HH:MM). Code is printed on the left case label in the bottom right corner, and printed on the short side of the inner tray.



BULK JUMBO DONUTS

- The master case label and inner pack contain a 5 digit MFD Date Code. This code is printed on the long side of the case label in the bottom right corner and on each inner pack underneath the nutritional label.





Bakery Case Starter Kit

Choose the branded Starter Kit that's right for you!



Our attractive, acrylic bakery cases show off your Prairie City Bakery bulk products while keeping it fresh. Your bakery case comes with an appealing Prairie City Bakery header card, tongs, POS shelves, and individual product stickers for the shelves.



4-Tier Case \$360

Perfect for higher volume locations, or if you want to sell a more diverse assortment of fresh donuts, muffins, and pastries!

Buy six cases, get six more FREE!



22" h x 16.25" w x 16.5" d
Header card graphics subject to change

3-Tier Case \$335

A great way to get started with a fresh bakery program, or if you have space considerations.

Buy five cases, get five more FREE!



18" h x 16.25" w x 15.75" d
Header card graphics subject to change

First, CHOOSE your bakery case. Next, PURCHASE your Prairie City Bakery products (six for the 4-Tier, five for the 3-Tier), and a corresponding number of cases will be shipped FREE from your distributor. FILL OUT & MAIL the form with your check. Your bakery case will be shipped direct to your location. We will notify your distributor to ship your initial products, which should arrive within 4 weeks.

4-Tier Case \$360
Select 6 cases from the list to purchase

- Classic Chocolate Iced Cake Donut
- Classic Old-Fashioned Donut
- Classic Glazed Yeast Donut
- Classic Chocolate Glazed Yeast Donut
- Classic Cinnamon Roll Donut
- Banana Nut Muffin Clamshell
- Blueberry Muffin Clamshell

- Cinnamon Cream Cheese Muffin Clamshell
- Tuxedo Muffin Clamshell
- Jumbo White Iced, Crème Filled Long John
- Jumbo Choc Iced, Custard Filled Long John
- Jumbo Bismarck, Raspberry Filled
- Premium Apple Fritter
- Sweet Cinnamon Rolls (Bulk)

3-Tier Case \$335
Select 5 cases from the list to purchase

SRP's range from \$0.99 to \$2.49. Distributor must be stocking products to ship cases and qualify for free product. Bakery cases include trays, tongs, and signage. Prices include shipping. Please print and fill out completely. Check must be included to begin processing.

Name: _____ Store Name: _____ Shipping Address: _____
 _____ City: _____ State: _____
 _____ Zip: _____ Phone Number: _____ Distributor Name: _____

Dist. Rep Email: _____ *I agree the bakery case is exclusively for Prairie City Bakery Products and agree to purchase and stock cases ongoing with these products.

Signature: _____

Send completed form and check to your Foodservice Rep.
Fill out completely to ensure expedited service. Allow 4 weeks lead time.

2024 Prairie City Bakery - Merchants Program

Program:

- 2%: Base Program. Paid on total Prairie City Bakery Business
- 2%: 2024 volume exceeds 2023 PCB IW Snack Category branded business volume by 10%. Paid on total Prairie City Bakery Business.
- 2%: 2024 volume exceeds the combined total volume of 2023 Prairie City Bakery IW Breakfast Pastry and Bulk FS branded business volume by 10%. Paid on total Prairie City Bakery business.

Program Details:

- Racks for Cookies, Ooey Gooeys, Dessert Bars and Donut Hole Cups will be provided at no charge.
 - Floor and counter basket racks will be provided at no charge.
- Movement reports must be sent to Total Convenience Marketing (TCM) no later than 150 days after period to be paid. Payment request after the 180 days will not be honored.
- Base Program to be paid quarterly. Category Bonuses to be paid at the end of 2024
 - No checks will be cut for less than \$50.
 - This program supersedes all programs as of 1/1/24.

- Participation in Marketing Events

-Monthly Promotional Flyer Program

One (1) 30-day promo flyer per calendar quarter in 2024

-Attendance for minimum of one sales meeting in 2024

-Trade Show Participation

Account Name: Merchants Grocery Number of Qualifying Stores: _____

Address: 800 Maddox Drive City/State/ZIP: Culpeper, VA 22701

Contact Person: Candi Martin / Robin Fadley Contact Phone Number: 540-825-786

Customer

Signature _____
Date _____/_____/_____

Prairie City Bakery _____ Jim Biser _____
Date __2__ / __7__ / __24__