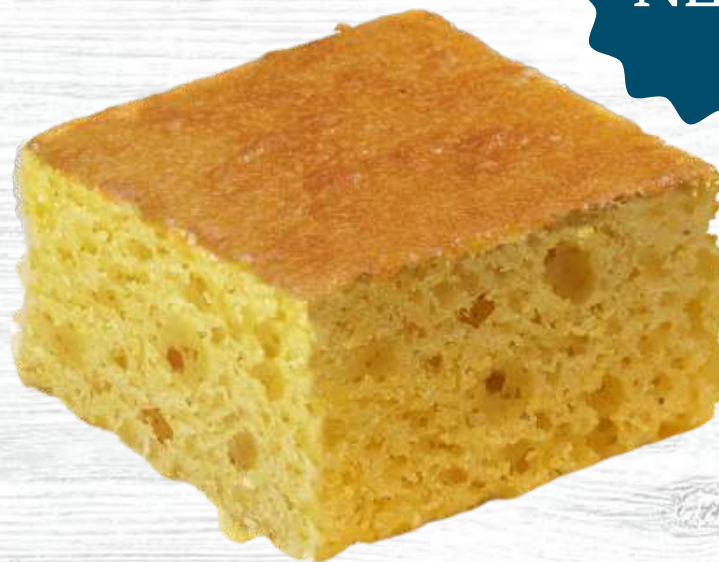


Cornbread Operator Guide



Southern Style

Introducing the newest addition to our pre-cut cornbread lineup—Southern Style Cornbread! Joining our popular Sweet Style and Jalapeño varieties, this cornbread brings a savory twist to the table. With a golden brown crust, a crumbly texture, and a rich, corn-forward taste, it's perfect for those who prefer a less sweet, more rustic flavor. Ideal for pairing with hearty dishes or enjoying on its own, this Southern-style cornbread is sure to become a new favorite!



NEW!

Comfort's Cornerstone

It's a comfort cooking essential, a Southern cuisine standard and the most popular Sara Lee Frozen Bakery item. Chef Pierre® Cornbread combines big appeal, low cost, easy prep and anytime versatility – adding up to one golden opportunity. Put cornbread to work on your menu and boost profitability and customer satisfaction while reducing prep time and food waste.



Still growing strong.

Nearly

1/3

of American cuisine menus offer
cornbread

Datassential MenuTrends 2022

Frozen format growth has
at least doubled that of
scratch/mix since 2021

Technomic Foodservice Bakery
Multi Client Study 2023

47%

nearly half of
consumers are craving
more comfort foods

Technomic: Foodservice
Planning Program 2021



Product portfolio.

The cornbread portfolio consists of six SKUs strategically made for across-the-menu applications with high consumer appeal.

Northern Style Cornbread

- The top-selling SKU of all Sara Lee Frozen Bakery products.
- Has a more cake-like texture, making it ideal for dishes where a softer, sweeter consistency is preferred.
- High consumer demand, low per-serving cost, easy prep.
- Extraordinarily versatile – works as a side or base for a signature dish across all dayparts.
- Pre-cut to 30 squares.
- Kosher KVH-D.



Jalapeño Cornbread

- Made with two types of jalapeños for a balanced sweet, smoky and spicy flavor.
- Pre-cut to 30 squares.
- Kosher KVH-D.



Southern Style Cornbread

- The newest addition to the cornbread portfolio.
- Less sweet than northern & more on the savory side.
- Tends to have a crumbly texture, making it easier to work with in certain applications, like beer-battered dishes.
- Extraordinarily versatile – works as a side or base for a signature dish across all dayparts.
- Pre-cut to 30 squares.
- Kosher KVH-D.



Product portfolio.

Mini Cornbread Loaves

- 2 oz. golden loaves.
- Individually wrapped for instant to-go appeal.
- Kosher KVH-D.



Individually Wrapped Corn Muffins

- 4 oz. muffins wrapped for freshness and safety.
- Sweet cornbread flavor, perfect for anytime snacking.
- Kosher KVH-D.



Bulk Corn Muffins

- 2 oz. muffins
- Baked to perfection with a moist sweet corn flavor and perfect homemade look.
- Sweet cornbread flavor, perfect for anytime snacking.
- Kosher KVH-D.



Baked for unbeatable value.

With premium ingredients and a better perceived value, our cornbread delivers incredible profits without the extra work.



Real goodness



NO ARTIFICIAL
FLAVORS



NO COLORS FROM
ARTIFICIAL SOURCES

Sweet to savory versatility.

- Must-have side for soups, stews and Southern cuisine
- Leftover product is easily oven-dried, crumbed or food processed and made into a delicious coating for chicken, fish and more
- Natural foundation for culinary inspiration and experimentation, from sweet to savory
- Works as a side or base for signature dishes across all dayparts to reduce your product inventory
- Cornbread muffins and pre-wrapped mini loaves have big appeal as to-go add-ons



Specs & Prep

Extraordinary versatility, low cost per serving and easy preparation make our cornbread a perfectly profitable base or side. With a wide variety of sizes and formats, you can find exactly what you need to fit your operation. We even give you suggested selling prices to get started. Simply thaw and serve or get inspired and create your next signature dish.



Specs and prep.

SKU	PRODUCT DESCRIPTION	PER CASE
#08281	Pre-Cut Sweet Cornbread	4 trays, 64 oz.
#08282	Pre-Cut Jalapeño Cornbread	4 trays, 64 oz.
#20333	Pre-Cut Southern Style Cornbread	4 trays, 64 oz.
#08863	Individually Wrapped Cornbread Mini Loaves	48/2 oz.
#08636	Individually Wrapped Corn Muffin	24/4 oz.
#08611	Small Corn Muffin	4 trays/24ct/2oz

..... Order product through your authorized food distribution company

Golden Potential

Eat it plain, butter it up or get a bit more culinary – no matter how you use our cornbread, it's sure to add value all across the menu. With endless versatility, cornbread provides delicious opportunities to profit any time of day without re-thinking your entire menu.



Soup station.

Turn any soup station into soup heaven with a premium side that's the perfect complement. Instead of timeworn saltine baskets that offer no profitability, the upgrade to cornbread squares delivers increased value and add-on sales potential to your bottom line. Our cornbread holds perfectly for hours at room temperature.



Hot cereals station.

When the soup station converts to hot oatmeal in the morning, corn muffins offer the perfect pick-me-up. Our premium corn muffin stands out as a unique breakfast option. Display a limited number to spotlight the product and increase desirability. Increase appeal even more by serving jams and other condiments nearby.



Patient meal service.

Food-related reviews are frequently at the top of patient satisfaction scores, with menu variety and quality taking priority. Cornbread muffins brighten up a breakfast tray, while squares go great with any meal and hold up well during assembly and transport.



Good on the griddle.

Cornbread's sugar content and moistness helps it toast quickly on the griddle. Toasted squares hold up well without crumbling or breaking, so you can prepare them ahead of time and use in a variety of menu applications.

Cut cornbread squares in half horizontally (save end and side pieces for croutons). Lightly coat the griddle with blended oil. Place cut cornbread squares on the griddle at medium heat. Turn over when golden brown and grill other side. Total time on the griddle: 1 to 1 ½ minutes.

Toasted/griddled cornbread squares can be used as a base for:

- Eggs benedict instead of English muffins
- Huevos rancheros
- Country gravy
- Sloppy joes
- Chili mac and cheese
- Open-face sandwiches
- Mixed green salads
- Ice cream sundaes



Cut waste with croutons.

Never waste a crumb of cornbread – simply turn leftover slices into one-of-a-kind croutons. Cut cornbread squares horizontally then vertically into cubes. Place cubes on a sheet pan and dry in the oven at a low temperature (145°F to 150°F). Once dried, drizzle with blended oil, fresh herbs (chives & parsley), salt, pepper and other seasonings based on desired outcome.

Jalapeño and sweet cornbread croutons can be used as:

- Toppings for chili Toppings for a variety of Cobb salads
- Toppings for a Southwest Caesar salad with chicken
- A toppings bowl at the self-service salad bar and soup station



Cornbread batter inspiration.

CRISPY CORNBREAD BATTERED NORTH ATLANTIC COD with pickled red onions, dill pickle chips and arugula on a toasted brioche bun

- Dip North Atlantic cod fillets into cornbread beer batter to coat completely.
- Slowly drop the cornbread-encrusted cod fillets into frying oil.
- Cook until golden brown.

CRISPY CORNBREAD ENCRUSTED SALMON

- In a shallow bowl, combine flour, cornbread crumbs, salt and pepper. Dip one side of salmon fillet into the eggs, then coat in the cornbread mixture. Over medium heat, cook the breaded side of the salmon in canola oil until golden brown and crisp, about 1 ½ to 2 minutes.
- Finish in 350°F oven for approximately 5 to 6 minutes until done.

CRISPY JALAPEÑO CORNBREAD CHICKEN FINGERS

- Dip cut chicken breast strips into flour, then egg wash, then jalapeño cornbread crumbs.
- Slowly drop the cornbread-encrusted chicken strips into frying oil.
- Cook until golden brown (check chicken for doneness).



Recipe inspiration.

CREOLE CRAB CAKE BENEDICT

- Slice cornbread in half and toast it.
- Top with crab cake, poached egg, hollandaise and diced tomatoes.
- Garnish with parsley, salt and pepper.



Chef Pierre®

Sara Lee FROZEN BAKERY

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Recipe inspiration.

JERK CORNBREAD SLIDERS

- Slice cornbread in half and toast on griddle.
- Top bottom half with marinated and seasoned shredded pork.
- Sprinkle cheddar, Monterey Jack cheese and pickled vegetables on top and add top half of cornbread to make sliders.



Chef Pierre®

Recipe inspiration.

FIRE-ROASTED TOMATO SOUP WITH CORNBREAD CROUTONS

- Cut cornbread into cubes, toss with blended oil and bake until crisp at 225°F- 250°F.
- Prepare soup and pour into bowl.
- Top with cornbread croutons and garnish with cream and olive oil.

Thank You

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Contact your sales rep for more
information or visit saraleefrozenbakery.com