




**\*\*\* NEW PRODUCT ALERT \*\*\***

**New Pillsbury™ Belgian Waffle Carriers Help C-stores Elevate Their Sandwich Menu**

**WHAT:** General Mills Convenience is helping convenience stores boost their sandwich game with the introduction of the [Pillsbury™ Belgian-Style Waffle Carrier](#). Pre-sliced in a convenient, thaw & serve format, the waffles were designed with the needs of c-stores in mind and make it easy to assemble sandwiches across different back-of-house formats. **Please note: General Mills will showcase sandwich solutions for c-stores at its NACS booth (#935) Oct. 6-8.**

The waffles carriers are made for sandwiches, with one side featuring a traditional waffle texture and the other side flat for easy assembly. Made with maple syrup and crisp pearl sugar, the waffles have a slightly sweet flavor profile that works across the menu for a variety of sandwiches throughout the day.

The new Pillsbury waffle carriers are just [one of many foodservice solutions](#) from General Mills to help c-stores make patron-pleasing sandwiches that maximize labor and equipment. Other sandwich carriers from Pillsbury include a variety of frozen biscuits and the new [Freezer-to-Oven croissants](#) that make it possible to bake off flaky, European-style croissants in less than 30 minutes.

<p><b>Pillsbury™ Belgian-Style Waffle Carrier</b></p> <ul style="list-style-type: none"><li>• Made with real maple syrup and Belgian pearl sugar</li><li>• No high fructose corn syrup, artificial colors, flavors or preservatives</li><li>• Thaw &amp; serve, right from the case</li><li>• Optimized case count for c-stores (36 sandwiches/72 sides per case)</li><li>• 2.8-ounce size</li></ul>	 A photograph showing a clear plastic cup filled with iced coffee next to a silver foil-wrapped carrier containing several golden-brown waffles. One waffle is partially unwrapped, showing its texture.
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**WHERE:** For more information about how to freshen up sandwich sales with convenient products, tips and downloadable assets, convenience store retailers can visit their General Mills Convenience sales representative, call 1-800-243-5687 or visit [www.generalmillscf.com](http://www.generalmillscf.com).

**About General Mills Convenience & Foodservice**

General Mills Convenience & Foodservice serves the convenience, foodservice and bakery industries by providing quality products from time-trusted brands along with culinary, nutrition education and marketing resources to help operators succeed. Its distinguished brand portfolio includes Big G Cereals, Yoplait, Nature Valley, Gold Medal, Pillsbury, Chex

Mix, Bugles, Gardetto's and Annie's. Headquartered in Minneapolis, Minnesota, USA, the division had fiscal 2021 net sales of \$1.74 billion. For more information, please visit [www.generalmillscf.com](http://www.generalmillscf.com).

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