

General Mills

Where Innovation and Experience Blend

General Mills – with its famous Gold Medal XXXX and Pillsbury flour brands – is a staple in any baking-focused business. And Sunrise Food Service is no different. In fact, for five years or more the Sunrise-General Mills relationship has grown steadily and gotten stronger each year. Today that thriving partnership makes getting cake mix, yogurt, corn meal – and, yes, flour readily available to Sunrise customers across Southern California.

Many of us consider General Mills a place for steady, traditional products and brands. While it is indeed Home to Betty Crocker, the Pillsbury Dough Boy, the Green Giant, and the Cheerio honeybee, General Mills has also been at the forefront of innovation since its beginnings in the 1860s. That's more than 150 years of experience at breaking new ground. General Mills' accomplishments include wide ranging developments such as flour mill ventilation and mill safety measures (shared openly with competitive mills across the country in the 1870s); precision torpedo machining during WWII; the first airplane black box flight recorder; and even Alvin, the deep water submarine that was first to examine the remains of the RMS Titanic.

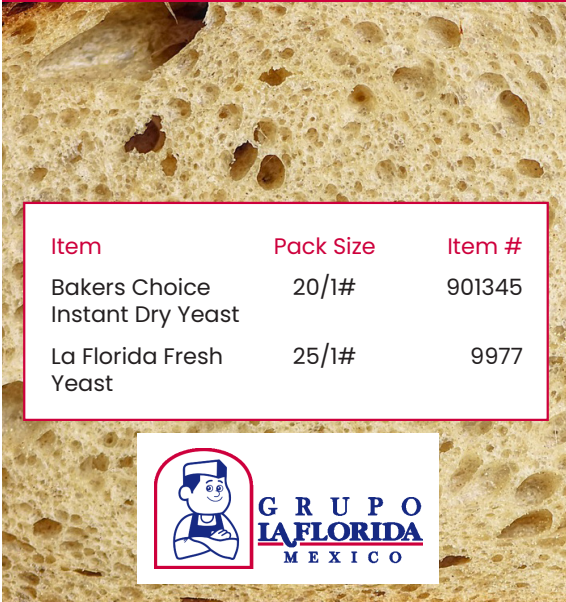


Throughout the years, innovative General Mills products have ranged from Play-Doh to Monopoly, and waffle irons to the Easy Bake Oven. Which brings us back to food – always at the core for General Mills: among them Pillsbury ready-to-bake rolls, Bisquick, Wheaties, Cocoa Puffs and Trix, Haagen Dazs, Yoplait, Annie's and Nature Valley.

At the core of General Mills food is baking and baking ingredients – the fundamental tools Sunrise and General Mills know you need for your busy holiday season ahead. From ready to bake products like Place and Bake Cinnamon Roll Twists and devil's food cake mix to basic ingredients that let you be the innovator – like Pillsbury flour and corn meal, you are only a phone call away from Sunrise bringing these great products to your door.

Rise and Shine

with Bakers Choice Instant Dry Yeast and
La Florida's Fresh Yeast



Item	Pack Size	Item #
Bakers Choice Instant Dry Yeast	20/1#	901345
La Florida Fresh Yeast	25/1#	9977



Save Time, Skip Crackin'

Liquid whole eggs from Michael Foods
save time and consistently deliver.

Item	Pack Size	Item #
Whole Liquid Eggs w/o Citric	2/20#	91632



**MICHAEL
FOODS** INC.

Important Ingredients for Holiday Baking

The holidays are here! Colder weather is arriving, the leaves are falling, and Thanksgiving is only weeks away. With Christmas right around the corner, operators must prepare for the huge increase in baking that the holiday season brings. At Sunrise Food Service, we are committed to supplying baking ingredients that will produce delicious baked goods during the holidays.

Operators that will rely on heavy baking this holiday season must be adequately stocked with essential baking ingredients. These ingredients include:

- **Flour**
- **Sugar**
- **Eggs**
- **Milk**
- **Butter**
- **Whipping Cream**

The quality of these foundational ingredients has a major impact on the finished product. High-quality ingredients bring improved performance and greater consistency to the baking process. Operators that stress the importance of quality ingredients will produce baked goods with delicious flavors and luscious texture.

While basic ingredients form the foundation of the finished product, they do not provide the flavors that make baked goods so popular during the holidays. These delicious flavors come from a variety of recipe-specific ingredients. Pumpkin pies and muffins rely on quality pumpkin puree. Molasses is used in an assortment of tasty cookies to provide a thick, viscous texture. Flavored syrups and extracts enhance the flavors of a wide range of baked goods. Last, but certainly not least, is chocolate. Chocolate, whether included as chips, powder, or bulk, has a wide range of uses while baking. It is one of the most used ingredients for Christmas cookies, cakes, and muffins.

Whether it is multiple varieties of flour or a specific flavored extract, Sunrise Food Service will satisfy all of your baking needs. We excel in providing first-rate baking ingredients from respected vendors that are vital to the production of tasty treats this holiday season!

Go Nuts for Pies!

Item	Pack Size	Item #
Pecan, Small Pieces	1/30#	90062



There's no better way to slice a pie than
with delicious fresh Anchor pecan pieces.





WHEN IN
KNEAD

The Science of Mixing Time

Baking is a science, and precision is required in every step to consistently produce high-quality baked goods. However, even the most precise baker cannot completely avoid every potential problem. They must be skilled at recognizing an issue and solving it quickly. Here at Sunrise Food Service, we enjoy providing pro baking tips that offer solutions to problems that arise in the kitchen. This edition of the Sunrise Sentinel will tackle the topic of mixing time for cakes.

Mixing cake batter has two primary functions: hydrate the ingredients and aerate the batter. It turns a pasty combination of ingredients into a velvety, luscious batter that every delicious cake demands. The longer the batter is mixed, the more it is exposed to air. This has an important impact on the eventual structure of the cake. Under-mixing leads to a lower level of batter aeration, which causes a decrease in volume and firm texture. On the other hand, over-mixing yields high batter aeration. This can result in cakes with weak structures that are prone to collapsing.

The mixing time of cake batter has a heavy influence on the quality of a cake. If your cakes are experiencing inconsistent texture, it might be time to review how long the batter is being mixed. The holiday season increases demand for festive cakes, so this is the time to put your best foot forward. Sunrise Food Service is happy to help your bakery produce the best baked goods in town!

Delectable Dairy

Alta Dena's low-fat buttermilk keeps your baked goods moist and delicious.

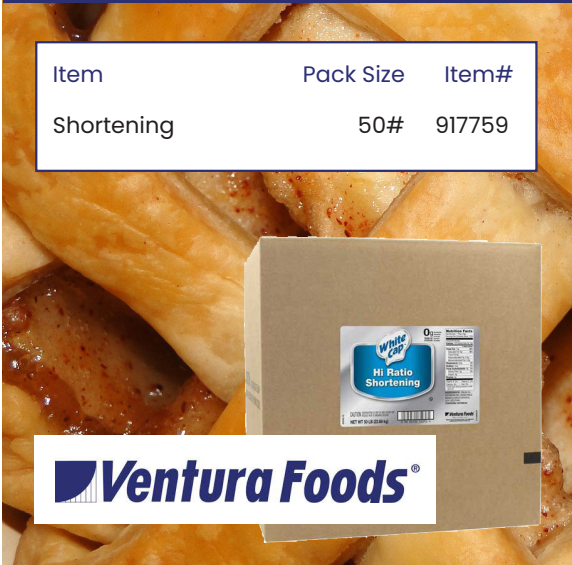
Item	Pack Size	Item#
Low-fat Buttermilk	1/6 Gal Bag	91930



Satisfying Shortening!

Use White Cap Hi Ratio NTF Shortening to ensure a buttery texture.

Item	Pack Size	Item#
Shortening	50#	917759



Ventura Foods®

Time to Mix It Up

When a 50-pound bag is just too much, check out Pillsbury's convenient cake, brownie and muffin mixes!

Item	Pack Size	Item #
Devil's Food	4.5# box	91939
Crème Cake	5# box	91944
Yellow Cake	4.5# box	91945
Brownie	6# box	91946



GENERAL MILLS
Convenience
& Foodservice

Top Recipes for the Holiday Season

Flavors can define the holidays. Many individuals spend the entire year looking forward to the delicious flavors in their favorite holiday dishes. This creates tremendous customer demand for foods that possess the rich flavors of the holidays. These are highlighted by egg nog, pumpkin, and gingerbread. Operators that incorporate these festive flavors into their menu will position themselves to increase sales during the holidays.

Our friends at General Mills and Rich's Foods have creative recipes that feature these prominent holiday flavors in delicious baked goods. We have picked three of our favorites that will be stars on your menu:



Egg Nog Muffins:

"Ring in the holidays with the sweet nutmeg flavors of eggnog in a luscious, moist muffin"

<https://bit.ly/2Jl4ybV>



Snickerdoodle Pumpkin Bars:

"Sweet pumpkin filling on a tender crust makes a fab dessert bar with a cinnamon-sprinkled crumble topping"

<https://bit.ly/2N5BmOi>



Gingerbread Dessert Flight:

"On Top Whipped Topping meets Winter's Classic Gingerbread in a scrumptious dessert cup!"

<https://bit.ly/2oFdmrZ>



2307 East 49th Street
Vernon, CA 90058
sunrisefoodservice.com