

Good Is Gold

CORNBREAD OPERATOR GUIDE



COMFORT'S
CORNERSTONE

SPECS
& PREP

GOLDEN
POTENTIAL

PROMOTE
& PROFIT

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.



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Still growing strong.



Cornbread is predicted to outperform

•••• 74% ••••

of all other foods, beverages and ingredients over the next 4 years.

Datassential

••• 70% •••

of consumers love or like cornbread.

Datassential

••• +10% •••

menu growth over the last 4 years.

Datassential

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Product portfolio.

The Good Is Gold product portfolio consists of six SKUs strategically made for across-the-menu applications with high consumer appeal.

Sweet Cornbread

- The top-selling SKU of all Sara Lee Frozen Bakery products.
- 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.



Jalapeño Cornbread

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



18%
of all cornbread
on menus is
jalapeño cornbread.

Datassential

Mini Cornbread Loaves

- Attractive 2 oz. golden loaves.
- Individually wrapped for instant to-go appeal.



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Product portfolio.

50%
of consumers who eat snacks away from home do so while en-route.

Technomic



Individually Wrapped Corn Muffins

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



Individually Wrapped Whole Grain Corn Muffins

- 2 oz. bite-sized muffins wrapped for freshness and safety.
- Perfect for work snacks, after-school snacks and any K-12 foodservice program.

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Baked for unbeatable value.

Good Is Gold products were selected for the rare combination of high consumer appeal and low unit cost. 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

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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 mini 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.



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Specs and prep.

SKU	PRODUCT DESCRIPTION	PER CASE
#08281	Pre-Cut Sweet Cornbread	4 trays, 30/2 oz.
#08282	Pre-Cut Jalapeño Cornbread	4 trays, 30/2 oz.
#08636	Individually Wrapped Corn Muffin	24/4 oz.
#08863	Individually Wrapped Cornbread Mini Loaves	48/2 oz.
#08859	Individually Wrapped Whole Grain Corn Muffin	48/2 oz.

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

Specs and prep.



To prepare Sweet Cornbread & Jalapeño Cornbread:

1. Remove from freezer
2. Leave cornbread in tray with plastic wrap
3. Thaw at room temperature
 - Full sheet: 1 ½ - 2 hours
 - Plated slices: 30 minutes

Frozen products are good for 12 months. Thawed cornbread products are good for 4 days either at ambient temperature or refrigerated.

IW Mini Cornbread Loaves & IW Whole Grain Corn Muffins

- Individually wrapped to maintain freshness
- Eliminates labor and waste, simply thaw and serve
- 21-day ambient shelf life
- Perfect grab-and-go snack or side item with your prepared meal bundle



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.



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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. If rewrapped, it keeps for four days. We recommend selling for an extra \$0.89, which delivers an average product profit of 40%.



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.



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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. With an average into-unit cost of only \$0.36 per square, adding cornbread to the menu helps profits add up.

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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



Even better as a batter.

Our cornbread makes a delicious golden batter for chicken, fish, shrimp and more. Reduce waste and put a signature offering on the menu with these easy ideas. To make mix for batter:

Cut cornbread squares horizontally then vertically into cubes. Dry by placing cubes in the oven at a low heat (135°F to 150°F) for 2 hours. Check for dryness before placing cubes in food processor. Process the cornbread into cornbread crumbs. Return to oven at a low heat to ensure mix is dried.



CORNBREAD BEER BATTER

Ingredients

- 4 cups Cornbread Mix
- 1 ½ cups Soda Water
- 12 oz. Light Beer
- 3 cups All Purpose Flour
- 2 tsp. Baking Powder
- ½ tsp. Salt

Directions

1. Combine all ingredients in a stainless-steel bowl.
2. Whisk until smooth.

Depending on the flavor profile you desire for the finished product, add either ½ tsp. cayenne pepper or ½ tsp. paprika or both.

Note: Cornbread beer batter works with any seafood (i.e. tilapia, flounder, shrimp, etc.).

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 WITH JALAPEÑO CORNBREAD

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



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.



Recipe inspiration.

PULLED PORK JALAPEÑO CORNBREAD

- Griddle pieces of cornbread and stack in a skillet.
- Pile on pulled pork and seasoned beans.
- Garnish with fresh cilantro and drizzle with BBQ sauce.

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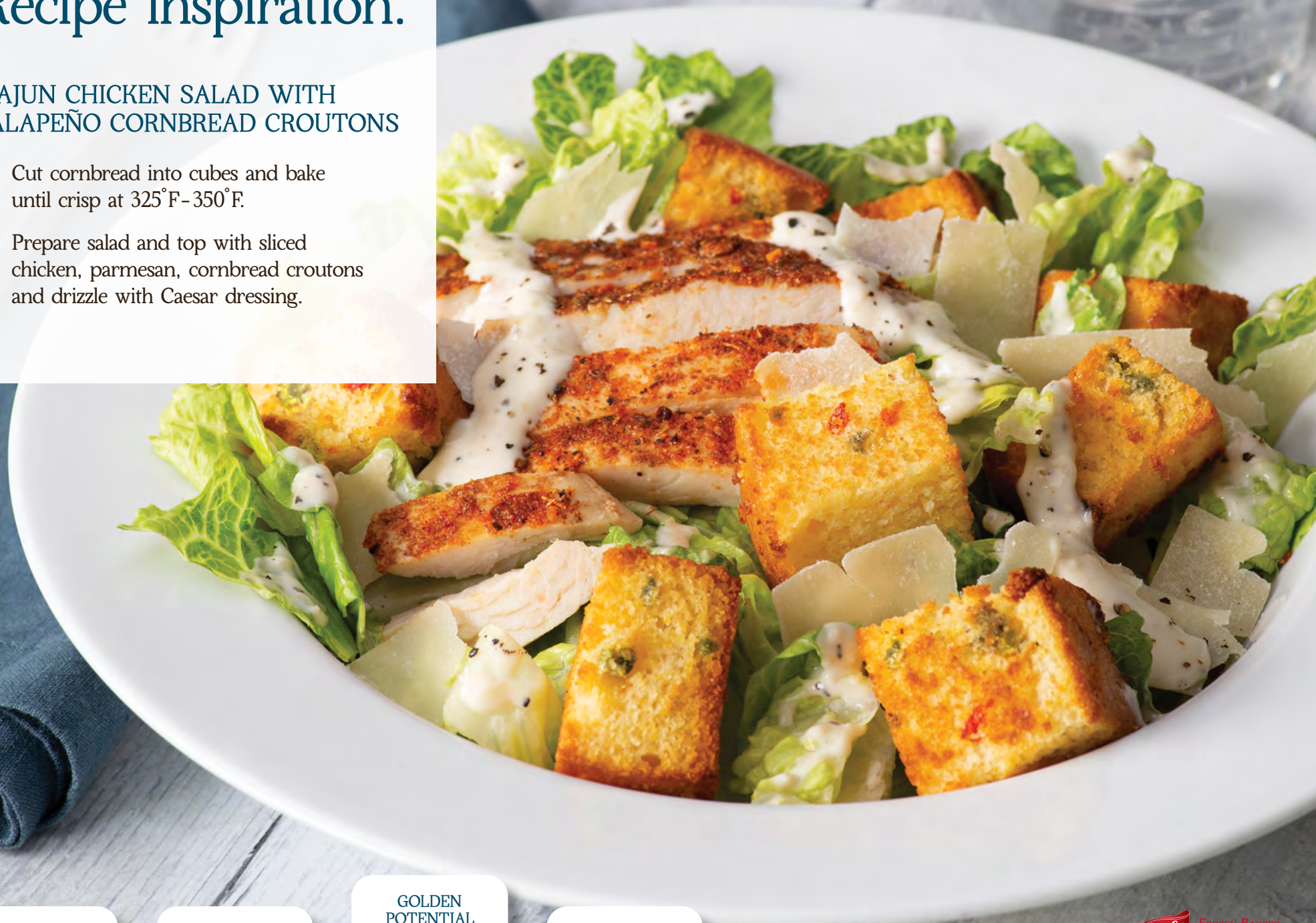
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Recipe inspiration.

CAJUN CHICKEN SALAD WITH JALAPEÑO CORNBREAD CROUTONS

- Cut cornbread into cubes and bake until crisp at 325°F - 350°F.
- Prepare salad and top with sliced chicken, parmesan, cornbread croutons and drizzle with Caesar dressing.



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Recipe inspiration.

SPICY STRAWBERRY SHORTCAKE

- Warm jalapeño cornbread and cut as desired.
- Top with warm strawberry topping, cut strawberries and fresh whipped cream.
- Dust with cayenne if desired.



Recipe inspiration.

FIRE-ROASTED TOMATO SOUP WITH JALAPEÑO 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.

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Promote and profit.

Attract every cornbread lover with appetizing merchandising materials. Good Is Gold gives you an exciting LTO platform to help draw infrequent and non-customers through your doors. We provide a wide range of appealing merchandising and POS tools customized to fit your operation.

DIGITAL MESSAGING

Download screensavers and backgrounds for desktop, tablet and mobile devices. Update internet and intranet homepages.

POSTERS & FLYERS

Download, print and post on department bulletin boards, in lobbies and at other high-traffic points around the facility – with client/administration permission. Consider coordination with the mailroom for desk drops.

MENU INSERT OR TABLE TENT

Promote LTOs and special deals throughout the week, and keep your menu rotating to draw repeat visits.



Download cornbread graphics and merchandising [here](#).



Thank You

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

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