

CAMPAIGN FALL 2021



PUMPKIN SEASON

Authentic Brioche
for the fall
holiday season!

Eur@Classic

EuroClassic

We were
the trailblazers
for Brioche
in the US

- Our Brioche category offers a traditional **French recipe**.

- It is a flavorful and tender **artisan** good that belongs to the category of **bakery products**.

- Rich and sweet, generally made with **eggs and butter**.

- It was the croissant in 1984, then muffins, then bagels. Now, the world is **ready for Brioche**.

- Brioche is **perfect compliment** to your dining table.

brioche
ASSORTMENT

SOFT, SWEET & DELICIOUS!!



Pumpkin Brioche for Thanksgiving is essential!

Key features

- Authentic fillings.
- Thaw & eat.
- Easy to handle: Fully baked retail items require no skilled labor.
- Artisanal appearance. Unique festive flavors that consumers will be looking for in the fall.
- Convenient one touch product.
- Abundant Pumpkin pie filling and authentic Pumpkin seeds Pumpkin brioche breads and pastries perfect for entertaining during the Fall holiday season!



Food Service

Cross merchandise pumpkin filled Brioche strudel and Pumpkin Twist Brioche with coffee or tea to grab your consumers' attention - an easy on-the-go breakfast.



Retail Ready

Place the products together in the store to create your own exciting fall season section.

Fall Season 2021

Starts in September,
Fall 2021 begins
on Wednesday,
September 22nd

Oct 26th
Pumpkin Day

Oct 31st
Halloween

Nov 25th-26th
Thanksgiving



**ORDER BY
June 18th**

(Dinner Rolls
until July 23rd)



Pumpkin Filled Brioche Strudel

This Thanksgiving, celebrate with our sweet, autumnal and gorgeously golden Pumpkin Strudel.

The Pumpkin Filled Brioche Strudel is a soft brioche full of real juicy pumpkin that will bring the wonderful aroma of the holidays to your table.

Our strudel is made with eggs and natural ingredients - for natural flavors. Thaw and you are ready to enjoy.



NO PRESERVATIVES

NO ARTIFICIAL COLORANTS

NEW!
FILLED
BRIOCHE



61577 Pumpkin Filled Brioche Strudel

16 u.

15.0 oz

6 x 11

Shelf Life 365d

Shelf Life 15d



Generous juicy fillings of pumpkin. Decorated with pumpkin seeds. Ideal to have with a cup of tea.



Retail Ready . Available with ECI label.



Pumpkin Twist Brioche

Perfect for coffee or tea time

Pumpkin Twist Brioche has an appealing delicious seasonal flavor of pumpkin mixed with brown sugar! Soft and sweet with a flaky crust and light fluffy texture. The perfect brioche loaf to get you into the fall spirit. Thaw and eat, or toasted with butter for added flavor.



MADE WITH BUTTER

NO PRESERVATIVES

NO ARTIFICIAL COLORANTS

CLEAN LABEL

GMO FREE



21815 Pumpkin Twist Brioche
51815 Pumpkin Twist Brioche ECI Label

12u

16.8 oz

6x11

Shelf Life 365 d

Shelf Life 10 d



Filled with a delicious twist of pumpkin and brown sugar. Soft, light and fluffy golden brioche dough made with eggs and butter.



Retail Ready Packaging different options available: ECI Label or No Label.



Pumpkin Dinner Rolls

Delicious, golden brown with a soft texture

Pumpkin Brioche dinner rolls have an appealing seasonal flavor, a perfect compliment for your dinner table. Our buns are made with eggs and butter, giving a very soft golden dough. The golden colorful crust adds to the deliciousness of these buns.



CAGE FREE EGGS

MADE WITH BUTTER

GMO FREE

NEW!
8 COUNT
Retail Ready Bag



60863 Pumpkin Dinner Rolls 8u ECI Label

128 rolls
16 bags x 8

1.41 oz
(11.29 oz)

5x11

Shelf Life
365d



Dip it in soup and enjoy an unforgettable experience.



Retail Ready, Fully baked thaw & serve bagged with Pumpkin ECI Label.



Dinner Rolls Brioche

Treat your taste buds to deliciously soft, golden, brioche buns, and enjoy.

Authentic French brioche dinner rolls now in an 8-pack retail ready bag! The perfect compliment to your dinner table. Get creative and slice them, making your own delicious sliders.



- CAGE FREE EGGS
- MADE WITH BUTTER
- CLEAN LABEL
- GMO FREE

NEW!
8 COUNT
Retail Ready Bag



58563 Dinner Rolls Brioche 8u / ECI label

 128 pcs
 16 bags x 8u
  1.41 oz
 (11.29 oz)
  55
  Shelf Life 360d
  Shelf Life At Rest 24d



Real butter it anytime.



Retail Ready, fully baked, available bagged with ECI Label.

 EUROPASTRY®