

CAMPAIGN FALL 2021



# PUMPKIN

SEASON

Authentic Brioche  
for the fall holiday season!

*EuroClassic*

EUROPEAN AUTHENTIC BAKERY

## BRIOCHE ASSORTMENT

WE WERE THE TRAILBLAZERS FOR BRIOCHE IN THE US

Our Brioche category offers a traditional French recipe.

It is a flavorful and tender artisan goodthat 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.

*EuroClassic*



## PUMPKIN TWIST 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.

Perfect pastries for entertaining during the Fall holiday season!



### FOOD SERVICE

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



### RETAIL READY

Place with other 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

### PUMPKIN DAY

Oct 26th

### HALLOWEEN

Oct 31st

### THANKSGIVING

Nov 25th-26th

### DON'T FORGET TO ORDER BY

June 18th



# 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 After 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.



[www.europastry.com](http://www.europastry.com)