March 4, 2024

Valued Customer,

General Mills Foodservice is announcing a renovation within our Pillsbury™ Baked Croissant portfolio. We will be making minor adjustments to the shape and name of select SKUs.

Our current *curved* format will be moving to a *pinched* format to align with the rest of the portfolio. Our current *plain* product description will be moving to a *margarine* product description for clarity. Please note: these are changes to the product shape and/or name only; there are NO changes to the product formula, ingredients, or nutritional values.

This change will take place in March production and will flow into the market. This action will help to improve the overall customer experience and reflects our continued efforts to offer the highest quality products to our customers.

What is changing?
- Product Format
- Product Description

What is NOT changing?
- Price
- BPC/UPC/GTIN
- Case Count/Pallet Configuration
- Formula/Ingredients/Nutrition
- Prep Instructions

Impacted SKUs:

Current Product Description	Base Product Code	GTIN	*NEW* Product Description
Pillsbury™ Baked Croissant Butter *Curved* Sliced 2 oz	132108000	10094562321083	Pillsbury™ Baked Croissant Butter *Pinched* Sliced 2 oz
Pillsbury™ Baked Croissant Butter *Curved* Slice 1.5 oz	132093000	10094562320932	Pillsbury™ Baked Croissant Butter *Pinched* Slice 1.5 oz
Pillsbury™ Baked Croissant *Plain Curved* Sliced 3 oz	132092000	10094562320925	Pillsbury™ Baked Croissant *Margarine Pinched* Sliced 3 oz
Pillsbury™ Baked Croissant *Plain* Pinched Sliced 2 oz	132102000	10094562321021	Pillsbury™ Baked Croissant *Margarine* Pinched Sliced 2 oz
Pillsbury™ Baked Croissant *Plain* Pinched Sliced 2.5 oz	132103000	10094562321038	Pillsbury™ Baked Croissant *Margarine* Pinched Sliced 2.5 oz

Thank you for your support and cooperation. If you have any questions, please contact your local General Mills sales representative.

Sincerely,

General Mills Foodservice