

April 11, 2022

Valued UniPro Member,

Due to ongoing ingredient, packaging and labor challenges, General Mills North America Foodservice is announcing a temporary strategic suspension of our Pillsbury™ 6/5lb Baking and Griddle Mixes, effective April 18, 2022. The anticipated return date for these SKUs is July 1, 2022. In the interim, we would like to Partner with you on our Gold Medal Mixes to fill the void for your Pillsbury Mix operators.

Please reference the list below for impacted SKUs and suggested Gold Medal replacements. During the availability disruption General Mills will be offering a billback allowance on Gold Medal Mixes to offset the pricing differences. This billback is only available for shipments to current Pillsbury Mix operators that cannot access the product during this time. For additional details and SKU specifics, please reach out directly to your General Mills Sales Representative to understand the allowance amount and executional details.

Impacted SKUs:

Product Description	BPC	GTIN	Suspension Effective Date	Expected Return Date*
Pillsbury™ Pancake Mix Buttermilk (6ct) 5 lb	111392000	10018000113924	4/18/2022	7/1/2022
Pillsbury™ Sweet Pancake Mix (6ct) 5 lb	111388000	10018000113887	4/18/2022	7/1/2022
Pillsbury™ Value Bakers' Plus™ Cake Mix White (6ct) 4 lb 8 oz	111762000	10018000117625	4/18/2022	7/1/2022
Pillsbury™ Bakers' Plus™ Cake Mix Yellow (6ct) 4 lb 8 oz	111391000	10018000113917	4/18/2022	7/1/2022
Pillsbury™ Bakers' Plus™ Premium Brownie Mix (6ct) 6 lb	111393000	10018000113931	4/18/2022	7/1/2022
Pillsbury™ Muffin Mix Corn Muffin (6ct) 5 lb	111379000	10018000113795	4/18/2022	7/1/2022
Pillsbury™ Muffin Mix Variety (6ct) 5 lb	111387000	10018000113870	4/18/2022	7/1/2022
Pillsbury™ Value Bakers' Plus™ Cake Mix Devil's Food (6ct) 4 lb 8 oz	111389000	10018000113894	4/18/2022	7/1/2022
Pillsbury™ Value Cake Mix Creme Cake (6ct) 5 lb <i>[currently on allocation]</i>	111386000	10018000113863	4/18/2022	7/1/2022

*Expected Return Date could change based on ingredient shortage.

Suggested Temporary Replacements:

Product Description	BPC	GTIN
Gold Medal™ Complete Pancake Mix Buttermilk 5 lb	11827000	10016000118277
Gold Medal™ Cake Mix White 5 lb	11132000	10016000111322
Gold Medal™ Cake Mix Yellow 5 lb	11152000	10016000111520
Gold Medal™ Cake Mix Devil's Food 5 lb	11112000	10016000111124
Gold Medal™ Brownie Mix Chocolate 6 lb	11312000	10016000113128
Gold Medal™ Muffin Mix Corn Muffin 5 lb	11442000	10016000114422
Gold Medal™ Muffin Mix Variety 5 lb	11544000	10016000115443

We apologize for any inconvenience this may cause you and your customers. Thank you for your support of General Mills and the Pillsbury Mixes. If you have any questions, please contact your local General Mills sales representative.

Sincerely,

General Mills North America Foodservice