



# PRODUCT GUIDE



Strawberry Quinoa  
Parfait made with Nutella®



Brookie Cookie Brownie Sundae  
made with Butterfinger®





## WELCOME TO THE WORLD OF FERRERO FOOD SERVICE

Over the years Ferrero has broadened our product portfolio, providing foodservice operators with well-known favorites including: Nutella®, Butterfinger®, BabyRuth®, CRUNCH®, Keebler®, Mother's® and Murray® Sugar Free. Adding these familiar and well-loved favorites are a proven way to influence customer buying decisions and increase repeat business.

Ferrero offers your foodservice operation the opportunity to elevate your dining experience and stand out from the competition. Whether you run a bakery, coffee shop, restaurant, corporate cafe or institutional food operation, Ferrero Foodservice delivers the high-quality products that will attract customers and grow sales. Our foodservice sales team is ready to provide the brands, displays and recipe ideas that satisfy your customers and improve your bottom line.

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# nutella®

Thanks to our unique recipe, Nutella® has become the most popular and iconic hazelnut spread in the world. Nutella® is famous for its authentic hazelnut and cocoa taste, made even more irresistible by its unique creaminess.

Nutella® makes even the most ordinary day feel special. It can be used for many different dayparts simply by spreading, layering and topping. Options include waffles, crepes, pancakes, parfaits, desserts, baked goods or even toast. Available in a variety of foodservice sizes that are perfect for all segments.

**Nutella® is the largest and fastest-growing nut spread brand within FSR, QSR and non-commercial foodservice outlets.<sup>1</sup>**



Ancient Grain Crepes made with Nutella®

- **Gluten Free**
- **Nutella® is Kosher and Halal certified**
- **Nutella® is not made with GMO ingredients**
- **No artificial colors and no artificial preservatives**



Nutella® Tub



Nutella® Piping Bag



Nutella® Portion Control Pack



Nutella® Jar



Nutella® Mini Jar

Product Description	Ferrero Code	Dot Code	Case GTIN Code	Case Count	Unit Size	Case Wt. (lbs)
<b>NUTELLA®</b>						
Nutella® Tub	XUS06031	585833	10009800806031	2	6.6 lb	14.33
Nutella® Piping Bag	XUS87019	644783	10009800870193	6	35.2 oz	14.13
Nutella® Portion Control Pack	XUS80601	585832	10009800806017	120	0.52 oz	4.95
Nutella® Jar	XUS87011	585834	10009800870117	12	26.5 oz	21.75
Nutella® Mini Jar	XUS87013	611397	10009800870131	64	0.88 oz	10.60

1. Circana, SupplyTrack®, based on absolute change in broadline foodservice dollars shipped in 52 weeks ending June 2023, category: jams/jellies/spreads, butters excluding apple and pumpkin butter.

## DESSERT INCLUSIONS



Dessert Inclusions are the ideal ingredient to add more interest and flavor to your menu. Our delicious dessert inclusions will improve the texture and taste of everything from baked goods to ice cream.



**Butterfinger® is a Top 5 branded chocolate candy mix-in within broadline foodservice distribution.<sup>1</sup>**

Turn the simple into spectacular with Butterfinger®, the creamy, decadent chocolate with a crispety, crunchety peanut buttery® taste.



Hot Chocolate Espresso Milkshake made with Butterfinger®



**Dollar \$ Sales growth on CRUNCH® continues to accelerate +17% vs. 2021.<sup>1</sup>**

CRUNCH® is a classic creation that combines 100% milk chocolate and crisped rice. Add CRUNCH® bar pieces or Buncha Crunch® to recipes as a topper on any dessert and watch your customer smile.



Vanilla Crisp Ice Cream made with Buncha Crunch®



**Voted Consumers 2020 Candy Bar of the year!<sup>2</sup>**

BabyRuth® is a delicious delight of smooth nougat topped with layers of rich caramel and dry-roasted peanuts, all covered in a chocolaty coating that is a fan favorite. BabyRuth® minis or chopped pieces are a terrific addition to any dessert.



Caramel Peanut Butter Pies made with BabyRuth®



Butterfinger® Pieces



Butterfinger® Minis



Butterfinger® Chopped



Buncha CRUNCH®



CRUNCH® Pieces



BabyRuth® Minis



BabyRuth® Chopped

Product Description	Ferrero Code	Dot Code	Case GTIN Code	Case Count	Unit Size	Case Wt. (lbs)
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### DESSERT INCLUSIONS

Butterfinger® Pieces (3lb)	XUS38310	692893	00099900383108	6	3 lb	19.00
Butterfinger® Pieces Bulk (25lb)	XUS18061	712868	00099900180615	1	25 lb	26.50
Butterfinger® Mini Bulk Unwrapped (25lb)	XUS51195	712870	00099900511952	1	25 lb	26.50
Butterfinger® Mini Bulk Unwrapped (2/5lb Bags) (TR Topper Item)	B150-250	361892	000651844100113	2	2/5 lb	10.00
Butterfinger® Chopped Candy Pieces (25lb) (TR Topper Item)	B150-100	359482	00651844100045	1	25 lb	25.00
Buncha CRUNCH® Bulk (25lb)	XUS71245	NA	00099900712458	1	25 lb	26.50
CRUNCH® Chopped Candy Pieces (18lb) (TR Topper Item)	N402-000-Z	359486	06551855100892	1	18 lb	18.00
BabyRuth® Mini Bulk Unwrapped .35oz (25lb)	XUS71177	NA	00099900711772	1	25 lb	26.50
BabyRuth® Chopped Candy Pieces (30lb) (TR Topper Item)	B100-302	409152	00651844100144	1	30 lb	30.00

<sup>1</sup>IRI Market Advantage Data Total MULO+C L26W Ending 3.27.2022.  
<sup>2</sup>Consumer Survey of Product Innovation, Food and Bev Product of the Year 2020.



## COOKIES: SINGLE SERVE COOKIE BRANDS



Single serve cookies is a **\$126 million** category in foodservice and grew **11%** in 2022. Ferrero Foodservice offers a variety of single serve options from Keebler® and Murray® sugar-free to meet this demand.<sup>1</sup>



XUS07293

**Ferrero is the #1 manufacturer of Animal Crackers within broadline foodservice distribution.<sup>1</sup>**



Offer the #1 cookie item in K-12 with Keebler® Animal Crackers. Animal Crackers meet both USDA whole grain rich and smart snacking requirements, while also providing a good source of calcium.<sup>1</sup>



XUS06316

**The #1 fudge brand in the cookie aisle and growing at 22.6% vs. 2021.<sup>2</sup>**



Keebler® Mini Fudge Stripes® are an uncommonly good combination of sweet crunchy shortbread coated with fudge flavored stripes. Packaged for foodservice, these bite-sized cookies are great for cafeterias, concession stands, micro markets, and other grab-n-go opportunities.



XUS07292

**Murray® is the #1 sugar free cookie brand in healthcare with an 81% share.<sup>3</sup>**



Murray® Sugar-Free Chocolate Chip cookies are a delicious treat for your customers looking for sugar-free alternatives. Our buttery-tasting cookies burst with chocolate flavor. They are very popular in healthcare and will be a great addition to your foodservice operation.

Product Description	Ferrero Code	Dot Code	Case GTIN Code	Case Count	Unit Size	Case Wt. (lbs)
<b>KEEBLER® INDIVIDUALLY WRAPPED COOKIES</b>						
Keebler® Animal Crackers (1 oz. Equiv. of Grain)	XUS07293	756691	10027800072938	150	1 oz	10.86
Keebler® Mini Fudge Stripes® Cookies	XUS06316	745099	10027800063162	60	2 oz	8.80
<b>MURRAY'S SUGAR FREE COOKIE</b>						
Murray® Sugar Free Cookies Chocolate Chip	XUS07292	756669	10027800072928	120	2 ct	7.76

1. Circana, SupplyTrack®, based on broadline foodservice dollars shipped in 52 weeks ending June 2023, category: cookies - RTE, animal crackers

2. IRI Market Advantage Data Total MULO+C L26W Ending 3.27.2022

3. NPD SupplyTrack®, 12 Months Data Ending Dec 2019



Our classic Keebler® cookie varieties, packaged in bulk quantities are a cost-effective, easy-to serve way to satisfy your customers. These cookies are the perfect complement to coffee/tea service, enhance dessert bars, and provide value to school and catering menus.



XUS07609



XUS07198



XUS07188



XUS07608



XUS07187



Mother's® Circus Animal Cookies are an excellent way to add a sweet and nostalgic choice for your customers. Our classic vanilla shortbread cookie covered in creamy pink or white frosting and sprinkles are guaranteed to generate smiles.



XUS710528



S'Mookie Shake made with Mother's® Frosted Animal Crackers



Donuts topped with Mother's® Frosted Animal Crackers

**#1 fastest growing Animal Cookie.**  
**#2 Animal Cookie Overall. Growing +35% vs. 2021 in sales.<sup>1</sup>**

Product Description	Ferrero Code	Dot Code	Case GTIN Code	Case Count	Unit Size	Case Wt. (lbs)
<b>KEEBLER® BULK COOKIES</b>						
Keebler® Oatmeal	XUS07188	756678	10027800071884	1	160 oz	11.38
Keebler® Chocolate Chip	XUS07187	756692	10027800071877	1	160 oz	11.38
Keebler® Sugar	XUS07608	756679	10027800076087	1	160 oz	11.38
Keebler® Assortment (Oatmeal, Chocolate Chip, Sugar)	XUS07609	756690	10027800076094	1	160 oz	11.38
Keebler® Animal Crackers	XUS07198	756683	10027800071983	1	160 oz	11.06
<b>MOTHER'S® BULK COOKIE</b>						
Mother's® Circus Animal Cookies*	XUS98017	710528	00027800100556	1	15 lb	15.90
<small>*This is a made to order product (MTO). Lead time is required when ordering this product.</small>						

1. IRI Market Advantage MULO+C L26W Ending 3.27.2022, IRI Panel Data Ending L52W Ending 3.27.2022



Keebler® is the #1 graham cracker crust brand in America with broadline foodservice distribution.<sup>1</sup>

Keebler® Ready Crust is a go-to brand for pre-formed, shelf-stable pie shells. Our pre-formed pie shells provide freshness and home-made flavor while ensuring consistency in all your culinary inspirations. Made with pieces of crispy, honey-cinnamon graham crackers, these crusts are the perfect foundation for any creation – from quiches to classic fruit pies.

XUS0722



Keebler® Ready Crust®  
Graham Cracker Pie Shell 9"

XUS07229



Keebler® Ready Crust®  
Mini Graham Cracker Tart Shell 3"

XUS07231



Keebler® Ready Crust®  
Chocolate Graham Cracker Pie Shell 9"

Available  
May 1, 2024



Pretzel and Potato Chip Pie made  
with Butterfinger®



Mini Banana Cream Pies  
made with Nutella®



Chocolate Chiffon  
Made with CRUNCH® pieces



Billionaires Pie made with  
BabyRuth® pieces

Keebler® has an 86% of share  
of graham cracker crust within  
foodservice broadline distribution  
sales.<sup>1</sup>

Product Description	Ferrero Code	Dot Code	Case GTIN Code	Case Count	Unit Size	Case Wt. (lbs)
<b>Keebler® PIE SHELLS</b>						
Keebler® Ready Crust® Graham Pie Shell 9"	XUS07228	756672	10027800072287	24	5.8 oz.	11.24
Keebler® Ready Crust® Graham Tart Shell 3"	XUS07229	756673	10027800072294	144	0.72 oz.	8.20
Available May 1, 2024 Keebler® Ready Crust® Chocolate Graham Pie Shell 9"	XUS07231	775482	10027800072287	144	5.8 oz.	11.24

<sup>1</sup>Circana, SupplyTrack®, based on share of broadline foodservice dollars shipped in 52 weeks ending December 2022, category: crust – pastry/pie, Graham Cracker and Chocolate & Graham Cracker flavors.





Churro Milkshake  
made with BabyRuth®



Pancakes made with Nutella®



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