



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 Tic Tac®. 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, milkshake, or even toast. Available in a variety of foodservice sizes that are perfect for all segments.



Crepes made with Nutella®

Nutella® is the Largest and Fastest-growing emerging nut spread brand within FSR, QSR and non-commercial foodservice outlets.¹



- 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)
NUTELLA®						
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 share and absolute change of broadline foodservice dollars shipped in 52 weeks ending February 2024, category: jams/jellies/spreads, butters excluding peanut, apple and pumpkin butters.

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.¹

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



Caramel Swirl Peanut Butter Ice Cream made with Butterfinger®



Dollar \$ Sales growth on CRUNCH® continues to accelerate +17% vs. 2021.²

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!³

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.



Turtle Cheesecake Milkshake 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

1. Source: Circana, SupplyTrack®, based on share of broadline foodservice dollars shipped in 52 weeks ending December 2023, category: candy, candy bars (chocolate)/chocolate candy, pieces

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

3. 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.¹



XUS07293

Ferrero is the **#1** manufacturer of **Animal Crackers** within **broadline foodservice distribution**.¹



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.¹



XUS06316

The **#1 fudge brand** in the **cookie aisle** and **growing at 22.6%** vs. 2021.²



Product Description	Ferrero Code	Dot Code	Case GTIN Code	Case Count	Unit Size	Case Wt. (lbs)
KEEBLER® INDIVIDUALLY WRAPPED COOKIES						
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

MINTS: TIC TAC® BRAND

Tic Tac® Mints are an excellent choice for restaurants, offering a sweet and simple way to leave a lasting impression with the guest check and encourage repeat visits. They're also ideal for hotels, providing a small, welcoming gesture that enhances the guest experience and subtly encourages positive reviews and return stays.



XUS06002

The US is the **Largest Market** for Tic Tac® and **North America is the second largest area** behind Europe, holding **28%** if the global volume.³



Product Description	Ferrero Code	Dot Code	Case GTIN Code	Case Count	Unit Size	Case Wt. (lbs)
TIC TAC® MINTS						
Tic Tac® Mints - Mini Packs	XUS06002	596059	1009800060020	10/100 ct	.07 oz.	5.42

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

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

3. Ferrero Internal 22/23 SAF



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.



XUS98017



Strawberry Mini Bundt Cakes topped with Mothers® Circus Animal Cookies



Mother's® Chocolatey Dynamite Dinosaur-shaped Chocolatey Cookies are perfect for adding a fun twist to ice cream, milkshake, baked goods, and beyond. Our chocolatey coated cookies are covered in vibrant blue and green vanilla frosting topped with orange and black sprinkles.



XUS15719



Chocolate Mega Cookies topped with Frosting & Mothers® Dinosaur Cookies

Product Description	Ferrero Code	Dot Code	Case GTIN Code	Case Count	Unit Size	Case Wt. (lbs)
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KEEBLER® BULK COOKIES

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

MOTHER'S® BULK COOKIES

Mother's® Circus Animal Cookies*	XUS98017	710528	00027800100556	1	15 lb	15.90
Mother's® Dynamite Dinosaur Cookies*	XUS15719	NA	10027800157182	1	15 lb	15.90

*This is a made to order product (MTO). Lead time is required when ordering this product.

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Keebler® is the **#1 graham cracker crust brand** in America with **broadline foodservice distribution**.¹ Keebler® has an **87% of share of graham cracker crust within foodservice broadline distribution sales**.¹

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"



Pretzel and Potato Chip Pie made
with Butterfinger®



Mini Banana Cream Pies
made with Nutella®



Chocolate Chiffon
Made with CRUNCH® pieces



Double Chocolate Cream Pie

Keebler® is the number **#1 chocolate flavored crust brand** in America within **broadline foodservice distribution**, **outpacing the category 7x**.²

Product Description	Ferrero Code	Dot Code	Case GTIN Code	Case Count	Unit Size	Case Wt. (lbs)
KEEBLER® PIE SHELLS						
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
Keebler® Ready Crust® Chocolate Graham Pie Shell 9"	XUS07231	775482	10027800072287	144	5.8 oz.	11.24

1. Source: Circana, SupplyTrack®, Broadline Foodservice, 52 weeks ending December 2024
2. Source: Circana, SupplyTrack®, Broadline Foodservice, 52 weeks ending December 2024, Chocolate flavored crust category



Churro Milkshake
made with BabyRuth®



Pancakes made with Nutella®

FERRERO
FOODSERVICE



www.ferrerofoodservice.com

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