



Pillsbury™ Croissants  
*Interactive Product Guide*

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PILLSBURY'S RIGHT TO WIN  
**Complete portfolio for every operator need**  
**Consistent product from case to case**  
**Homemade taste & appearance**

*Click* on the "Product Characteristics"  
*tab to begin*



# *Product Characteristics*



*Click*  
each icon to learn more



# Product Characteristics



## • Variety •

***Diverse portfolio of products to meet the needs of every skill level***

- **Formats:** Freezer to Oven, Thaw Proof & Bake, Fully Baked
- **Types:** Straight, Curved & Pinched
- **Flavors:**
  - Butter
  - Butter Blend
- **Sizes:** 1 oz – 3.75 oz availability varies by format



# Product Characteristics



## • Dependable •

**Consistent, scratch-like quality  
operators want and patrons crave**



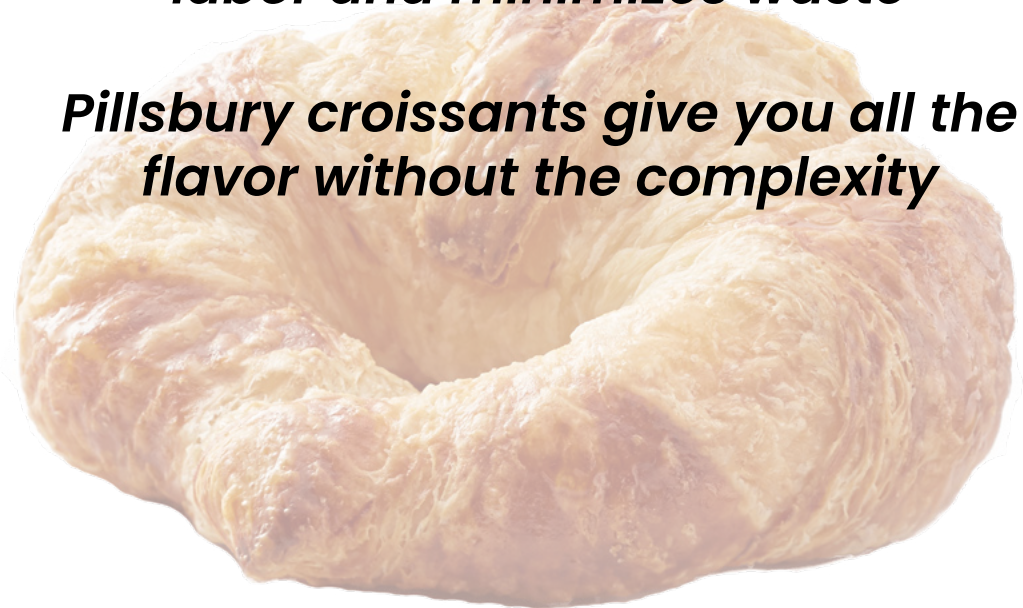
# Product Characteristics



## • Convenient •

**Ease of use and simple preparation helps maximize back-of-house labor and minimizes waste**

**Pillsbury croissants give you all the flavor without the complexity**



# Product Characteristics



## • Quality •

**Made with high quality ingredients,  
Kosher dairy**

**Multiple layers of tender dough  
deliver a flaky crust and sweet  
dairy flavor**

**Made with no artificial flavors or  
sweeteners, no colors from artificial  
sources, no partially hydrogenated  
oils (PHOs), and no high fructose  
corn syrup**

## Test Your Oven

An oven that doesn't run true to its temperature setting is unreliable and, more often than not, the cause of disappointing results. Before baking, make sure your oven is properly calibrated.

### Instructions

- 1.** Watch the **Oven Calibration** video
- 2.** Adjust oven temperature accordingly
- 3.** Bake croissants at the adjusted temp. Note how long the baking process takes





Pillsbury delivers a scratch-like appearance and homemade taste in freezer to oven croissant dough.



*Click*

*each icon to learn more*

### ***Pillsbury FTO Croissant Right to Win***

- Time Saver:** Just place & bake, no need to thaw
- Patented Technology:** Eliminates proofing time
- Easy Prep:** No need for special proofing equipment and less handling required

# Freezer-to-Oven



Pillsbury delivers a scratch-like appearance and homemade taste in 3 sizes and 2 shapes of all butter freezer to oven croissants.



*Click*

*each icon to learn more*

# Freezer-to-Oven



Pillsbury delivers a scratch-like appearance and homemade taste in 3 sizes and 2 shapes of all butter freezer to oven croissants.



*Straight*

1.25 & 2.7 oz

1.25 oz

# Freezer-to-Oven



Pillsbury delivers a scratch-like appearance and homemade taste in 3 sizes and 2 shapes of all butter freezer to oven croissants.



Pinched

2.7 & 3.75 oz

# Freezer-to-Oven



Pillsbury delivers a scratch-like appearance and homemade taste in 3 sizes and 2 shapes of all butter freezer to oven croissants.



**Vs.**

*Egg Washed Up*  
"Shiny" Side Up

*Flat Side Up*  
"Dull" Side Up



Pan shiny side up as the croissants will come pre egg washed

Croissants panned upside down will cause tail to pop up.



# Pillsbury™ Croissants

## Interactive Product Guide

# Freezer-to-Oven



baking



Do not open oven or rotate pans during baking. This will add steam and height to the croissant.

**1.25 oz**  
Butter

**2.7 oz**  
Butter

**3.75 oz**  
Butter Only

<i>Pieces per Pan</i>	<b>4 x 5</b>	<b>3 x 4</b>	<b>3 x 4</b>
	<i>Bake Time</i>	<i>Bake Time</i>	<i>Bake Time</i>
<i>Convection - 325°</i>	<b>16-18 min</b>	<b>22-24 min</b>	<b>25-28 min</b>
<i>Rack - 350°</i>	<b>20-22 min</b>	<b>26-28 min</b>	<b>29-32 min</b>
<i>Conventional - 375°</i>	<b>22-24 min</b>	<b>28-30 min</b>	<b>31-34 min</b>

## Doneness Indicators



**COLOR**

Exterior should be even, rich golden brown on top and all sides



**FIRMNESS**

Exterior should be dry and crisp; test sides, croissants should not be soft



**TEMPERATURE**

210°F

# Freezer-to-Oven



Pillsbury delivers a scratch-like appearance and homemade taste in 3 sizes and 2 shapes of all butter freezer to oven croissants.



**ROOM TEMPERATURE STORAGE**  
*FTO croissants stay fresh at room temperature for **one day**. Keep them in a plastic bag or covered cabinet to keep them from drying out and absorbing moisture*

**REFRIGERATED STORAGE**  
***Maximum 2 days under refrigeration.** Let baked croissants cool completely before storing in closed cabinet or refrigerator for daily use. To re crisp: toast in oven for 3 min @ 350° to refresh and warm the croissant.*



## *Thaw, Proof & Bake*

Pillsbury delivers a scratch-like appearance and homemade taste in an all butter and butter blend, thaw, proof & bake croissants.



*Click*

*each icon to learn more*

Pillsbury croissant dough delivers a scratch-like appearance and homemade taste with:

- **All Butter & Blend Blend:** Fresh bakery baked aroma
- **Consistent Performance:** Always the same
- **Flavor:** Sweet dairy flavor & a very tender bite
- **Variety:** Multiple sizes available





# *Thaw, Proof & Bake*

Pillsbury delivers a scratch-like appearance and homemade taste in an all butter and butter blend, thaw, proof & bake croissants.



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# Thaw, Proof & Bake



Pillsbury delivers a scratch-like appearance and homemade taste in an all butter and butter blend, thaw, proof & bake croissants.




*Butter Blend*

- *Butter Blend croissants have a higher melt point and can be proofed in a proof box at 80-85°F with 80-90% humidity.*
- *Proof times of thawed dough with range from 40-50 minutes*

# Thaw, Proof & Bake



Pillsbury delivers a scratch-like appearance and homemade taste in an all butter and butter blend, thaw, proof & bake croissants.



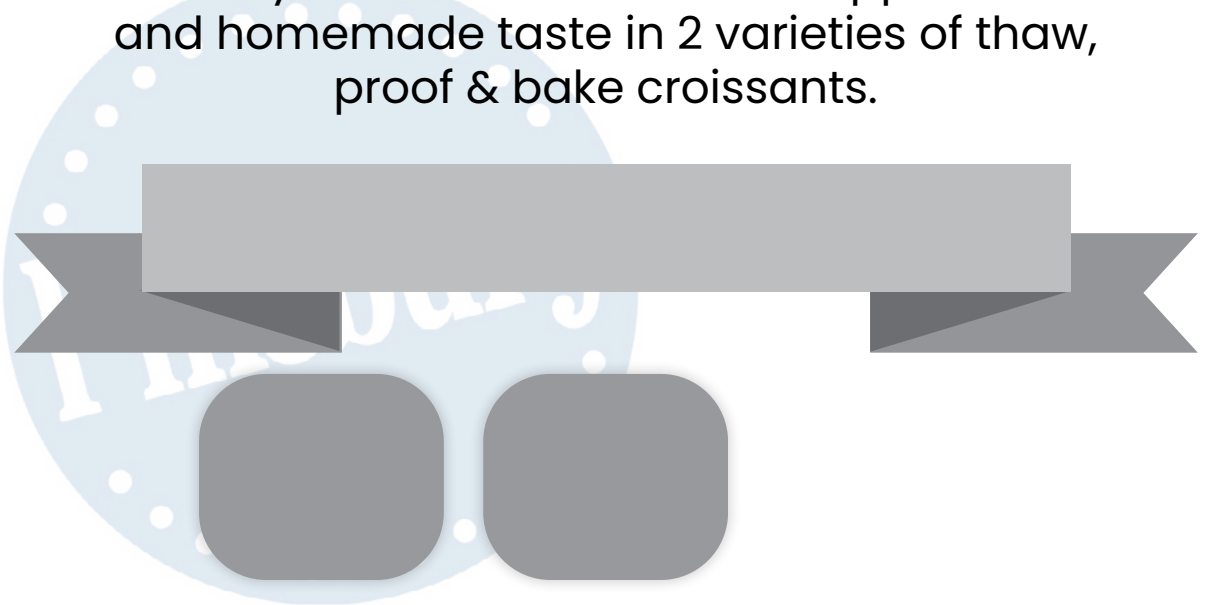
## All Butter

- Butter croissants require floor proofing.
- Floor proof (covered) at room temperature for 2 1/2 to 4 hours.
- Do not proof any warmer than 85°F or the butter will melt out and cause a loss of layering and less volume.

# *Thaw, Proof & Bake*



Pillsbury delivers a scratch-like appearance and homemade taste in 2 varieties of thaw, proof & bake croissants.



*Click*  
*each icon to learn more*

# Thaw, Proof & Bake



Pillsbury delivers a scratch-like appearance and homemade taste in 2 varieties of thaw, proof & bake croissants.



*Pan*

▶ Place product on parchment lined pan. Space to allow for expansion during proofing without touching each other, at least 2" apart.

*Prep*

▶ Cover sheet pans with plastic or bag when panning a whole cart.

*Thaw*

▶ Thaw at room temperature 30-45 minutes (larger sizes will take 1-2 hours), or in a cooler (covered) overnight for no more than 15 hours.



# Thaw, Proof & Bake



Pillsbury delivers a scratch-like appearance and homemade taste in 2 varieties of thaw, proof & bake croissants.



### *Prep*

▶ *Product thawed in advance needs to be well covered to prevent drying of dough surface. Refrigerate and retard croissant dough. Refrigerate dough not being worked.*

### *Retard*

▶ *For best results, do not hold thawed dough longer than 15 hours.*

### *Staging*

▶ *Remove thawed croissants from cooler and stage dough for 10-20 minutes prior to placing in proof box. Dough temperature going into proof box should be 50-55°F for best results.*



# Thaw, Proof & Bake



Pillsbury delivers a scratch-like appearance and homemade taste in 2 varieties of thaw, proof & bake croissants.



### Floor Proofing

▶ Place on covered rack at room temperature 2-3 hours or until croissants reach double their original size.

All Butter

### Proof Box

▶ When using proof box for Blended Fat Croissants, proof temperatures must be lower than other yeast raised items to prevent melting out of rolled in shortening. Recommended temp is 80-85°F and 80-85% humidity.

Butter Blend

### Egg Wash

▶ Just prior to baking, egg wash can be used to enhance the color of the dough (equal parts eggs to water), this will give it a golden brown color.

### Dimple Test



To confirm if croissants are ready to be baked, gently press the side with your finger. It should leave a small dimple. If it bounces back, they need more proof time; if it collapses, they are overproofed.

# Thaw, Proof & Bake



*Click*

*each icon to learn more*

## Doneness Indicators



**COLOR**

Rich golden brown from the egg wash



**FIRMNESS**

Exterior should be dry & crisp; there should be no softness on sides



**TEMPERATURE**

210°F



# Thaw, Proof & Bake



Pieces per Pan

3 x 5

3 x 4

Convection - 330°

Bake Time  
14-16 min

Bake Time  
14-16 min

Rotate pan halfway through bake cycle

Rack - 350°

18-20 min

18-20 min

Optional, add 10 seconds of steam while baking

Conventional - 375°

19-23 min

19-23 min

## Doneness Indicators



**COLOR**

Rich golden brown from the egg wash



**FIRMNESS**

Exterior should be dry & crisp; there should be no softness on sides




**TEMPERATURE**

210°F

# Thaw, Proof & Bake



	<b>All Butter</b>			
				
<b>Pieces per Pan</b>	<b>4 x 6</b>	<b>3 x 6</b>	<b>3 x 4</b>	<b>3 x 4</b>
<b>Bake Time</b>	<b>Bake Time</b>	<b>Bake Time</b>	<b>Bake Time</b>	<b>Bake Time</b>
<b>Convection - 330°</b>	10-13 min	11-14 min	11-17 min	15-19 min
<b>Rack - 350°</b>	13-16 min	14-19 min	16-19 min	19-22 min
<b>Conventional - 375°</b>	12-16 min	16-20 min	19-24 min	20-25 min

## Doneness Indicators



**COLOR**

Rich golden brown from the egg wash



**FIRMNESS**

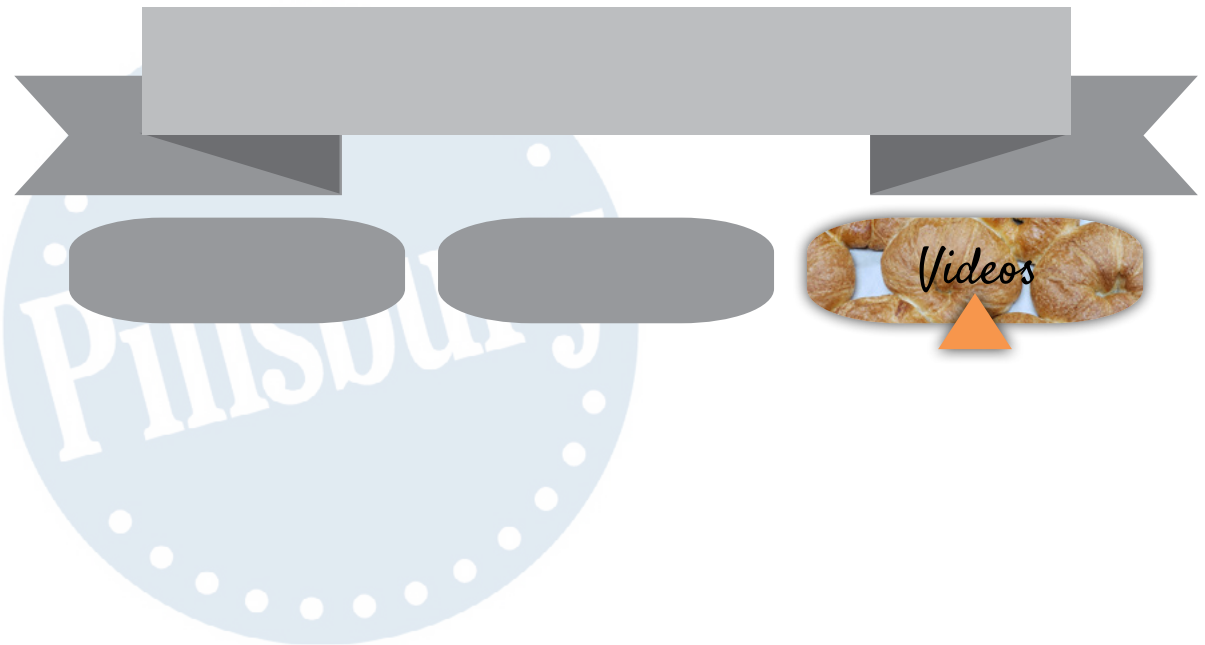
Exterior should be dry & crisp; there should be no softness on sides



**TEMPERATURE**

210°F

# Thaw, Proof & Bake



## Doneness Indicators



**COLOR**

Exterior should be even, rich golden brown on top and all sides



**FIRMNESS**

Exterior should be dry and crisp; test sides, croissants should not be soft



**TEMPERATURE**

210°F

# Thaw, Proof & Bake



Pillsbury delivers a scratch-like appearance and homemade taste in 2 varieties of thaw, proof & bake croissants.



## **ROOM TEMPERATURE STORAGE**

*Baked croissants stay fresh at room temperature for two days. Keep them in a plastic bag or covered cabinet to keep them from drying out and absorbing moisture*

## **REFRIGERATED STORAGE**

*Fully baked croissants can be wrapped and stored in a refrigerator for up to 7 days. They should be warmed or toasted for best eating quality.*



## Fully Baked



Pillsbury delivers a scratch-like appearance and homemade taste in a ready to serve, fully baked croissant.



*Click*

*each icon to learn more*

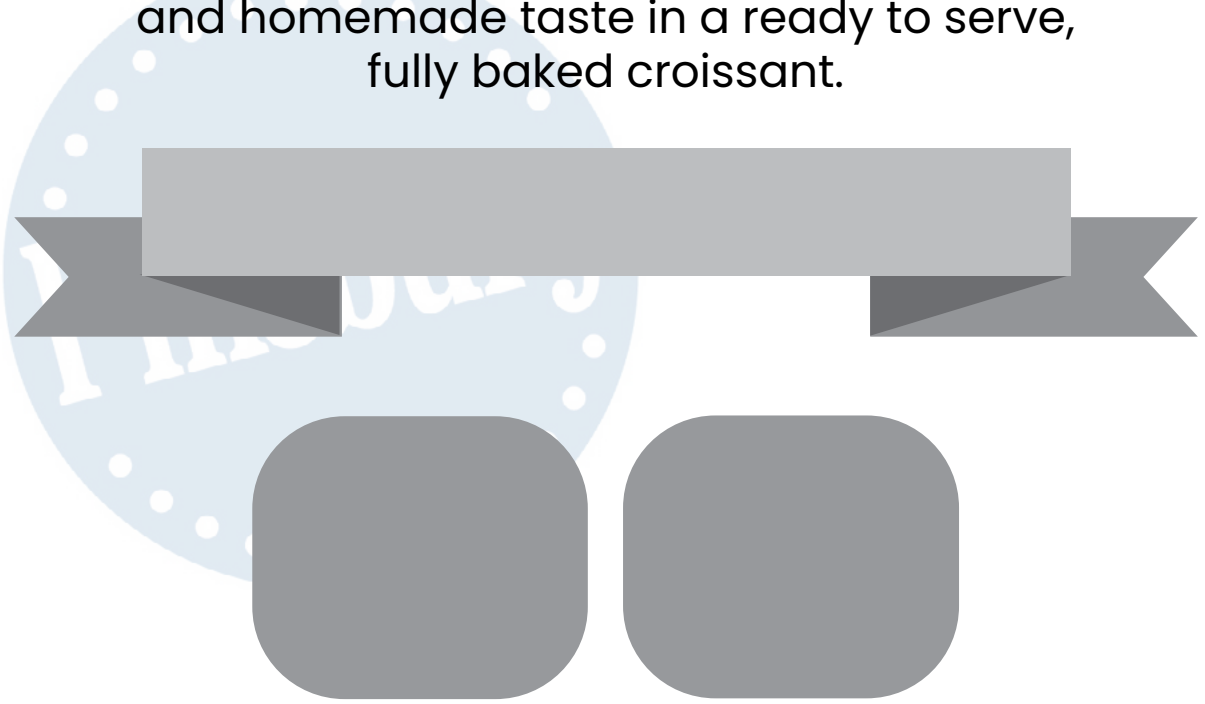
### ***Pillsbury Fully Baked Croissant Right to Win***

- **Thaw & Serve:** Requires no baking
- **Labor Saving:** No measuring, mixing or mistakes
- **Usage:** Ideal for sandwich applications
- **Varieties:** Available in All Butter and Plain

# Fully Baked



Pillsbury delivers a scratch-like appearance and homemade taste in a ready to serve, fully baked croissant.



*Click*

*each icon to learn more*

# Fully Baked



Pillsbury delivers a scratch-like appearance and homemade taste in a ready to serve, fully baked croissant.



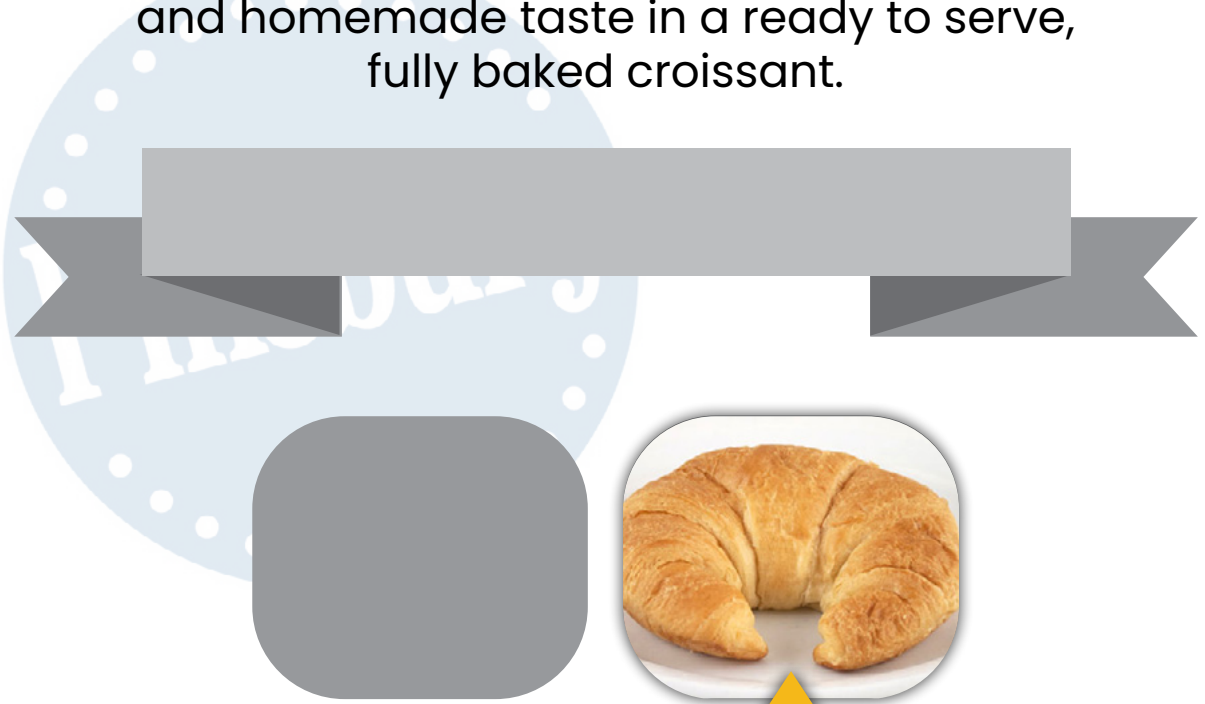
## Pinched

- **Presliced, ideal for sandwiches placed in carryout packaging or wrapped for heat & serve**
- **Consistent plate coverage with room for side dishes**
- **Great for on the go sandwich**

# Fully Baked



Pillsbury delivers a scratch-like appearance and homemade taste in a ready to serve, fully baked croissant.



## Curved

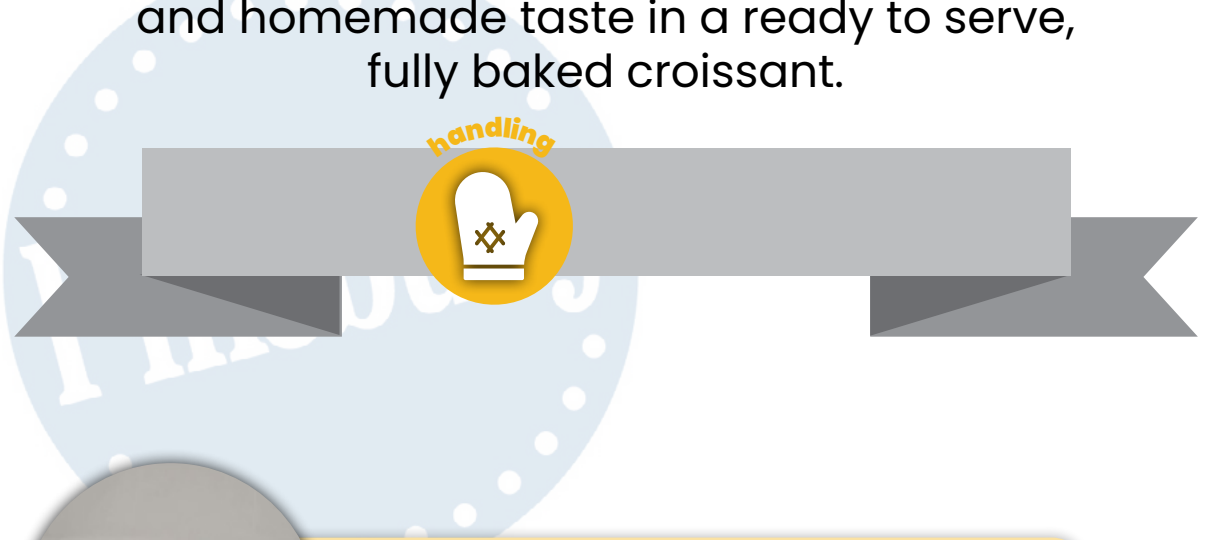
- **Maximize plate coverage**
- **Available in both whole and pre-sliced**
- **Open end gives both an artisan appearance and ease of use in bistro sandwiches**



# Fully Baked



Pillsbury delivers a scratch-like appearance and homemade taste in a ready to serve, fully baked croissant.



## **THAWING**

Thaw product for 1 hour at room temperature prior to use. Rewrap any remaining croissants

## **STAGING**

Remove from freezer and stage for up to one day at room temperature or up to a week in the refrigerator.

Keep plastic overwrap intact until ready to use croissants.



# Fully Baked



Pillsbury delivers a scratch-like appearance and homemade taste in a ready to serve, fully baked croissant.



*If using croissants for sandwiches, heat fillings to the minimum internal requirements*

*Place sandwich into packaging and display for maximum 4-hour hold time*



## **REFRESHING & TOASTING**

*Convection - 325° F*

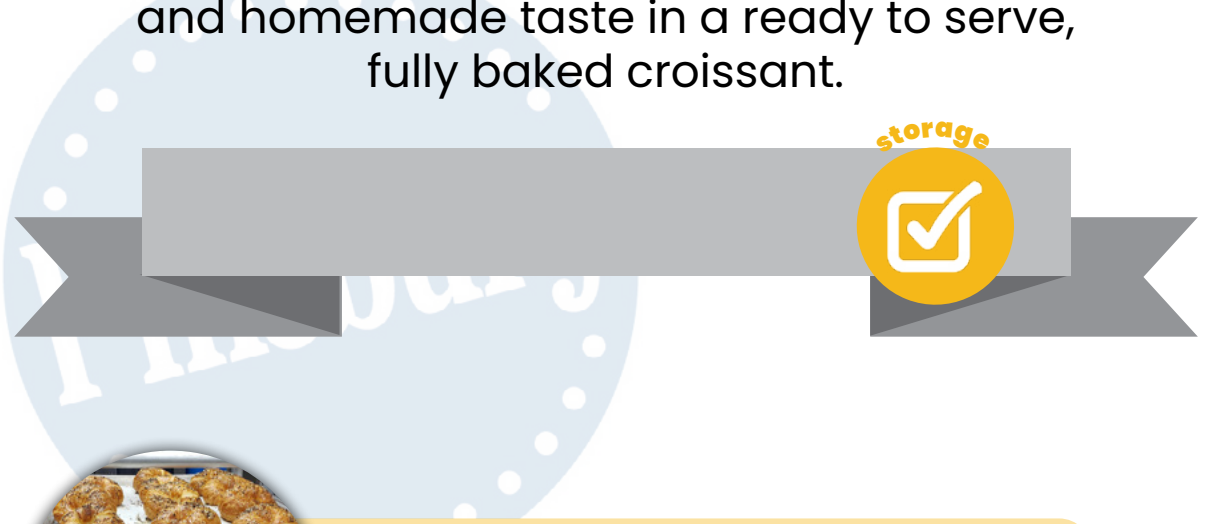
*3 minutes if thawed / 7 minutes if frozen*

*Bake times will vary based on size of croissant*

# Fully Baked



Pillsbury delivers a scratch-like appearance and homemade taste in a ready to serve, fully baked croissant.



**ROOM TEMPERATURE STORAGE**  
*Baked croissants stay fresh at room temperature for one day. Keep them in a plastic bag or covered cabinet to keep them from drying out and absorbing moisture*

**REFRIGERATED STORAGE**  
*Fully baked croissants can be wrapped and stored in a refrigerator for up to 7 days. They should be warmed or toasted for best eating quality.*



# Troubleshooting



Click to learn more



# *Proof & Bake Troubleshooting*



*Click*

*each icon to learn about  
other troubleshooting topics*

*Insufficient spacing*



*Loss of crispness*



# Proof & Bake Troubleshooting



*Uneven Shape*



### POSSIBLE CAUSES

- ▶ Croissants are over proofed
- ▶ Croissants were not fully thawed prior to proofing
- ▶ Humidity too high while proofing

### HOW TO RESOLVE



- ▶ Proof croissants only until doubled in size
- ▶ Thaw croissants, covered under refrigeration. If quick thawing, make sure dough is 55° F prior to proofing
- ▶ Keep humidity controlled at 70-80% for best results

# Proof & Bake Troubleshooting



## Product Collapse



### POSSIBLE CAUSES

- ▶ Croissants are over proofed
- ▶ Croissants are under baked



### HOW TO RESOLVE

- ▶ Proof croissants only until doubled in size
- ▶ Humid kitchens will proof faster. Monitor by size, not proof time
- ▶ Croissants were held too long in the cooler prior to baking. Do not thaw croissants longer than 15 hour or they will gas out.
- ▶ Bake until golden brown with dry exterior, there should be no softness on sides.

# Proof & Bake Troubleshooting



## Low Volume



### POSSIBLE CAUSES

- ▶ Under proofed and did not rise properly



Underproofed

- ▶ Over proofed and collapsed

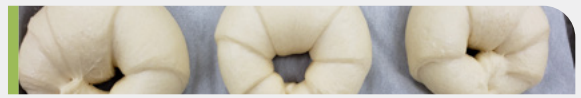
- ▶ Butter has melted out of dough

- ▶ Product might be expired



### HOW TO RESOLVE

- ▶ Proof croissants only until doubled in size



Fully Proofed (2X Size)

- ▶ Use dimple test to confirm croissants are not over proofed

- ▶ Kitchen or proof box is too hot. Reduce temperature or consider a butter blend croissant

- ▶ Check code date on box to confirm



# Proof & Bake Troubleshooting



## Dull Baked Color



### POSSIBLE CAUSES

- ▶ Croissants were under baked
- ▶ Croissants were baked upside down
- ▶ Croissants were not egg washed prior to baking
- ▶ Product might be expired



### HOW TO RESOLVE

- ▶ Fully bake croissants until rich golden brown with dry exterior
- ▶ FTO croissants are egg washed on top. Place that side up before baking.
- ▶ Brush proofed TPB croissants with egg wash prior to baking (equal parts egg and water).
- ▶ Check code date on box to confirm

# Proof & Bake Troubleshooting



## Dark Appearance



### POSSIBLE CAUSES

- ▶ FTO croissants were already egg washed and are designed to have a classic rich brown laminated exterior appearance.
- ▶ TPB croissants have too much yolk in the egg wash.

### HOW TO RESOLVE



- ▶ There is no need for additional egg wash FTO croissants. Bake until rich brown and the exterior is dry and lightly firm to the touch. Croissant should be crisp and shiny.
- ▶ Use equal parts whole egg and water when egg washing TPB croissants.



# 7TO Troubleshooting



*Click*

*each icon to learn about  
other troubleshooting topics*

*Insufficient spacing*



*Loss of crispness*



# 7TO Troubleshooting



### POSSIBLE CAUSES

- ▶ Due to the number of flaky layers, there can be natural variability in the crown once fully baked.
- ▶ Pinch points come undone.

### HOW TO RESOLVE



- ▶ This will not affect the ease of slicing the croissants horizontally for fillings and adds to the surface texture.
- ▶ Bake with egg washed, yellow side up.
- ▶ For best results, do not thaw prior to baking.

# 7TO Troubleshooting



## Product Collapse



### POSSIBLE CAUSES

- ▶ *Top Collapses.*



### HOW TO RESOLVE

- ▶ *Product is under baked.*
- ▶ *Bake until even rich golden brown on top and sides, internal temp of 210°F.*

# 7TO Troubleshooting



*Low Volume*



### POSSIBLE CAUSES



*Underbaked*

▶ *Oven temperature too low.*

▶ *Over-crowding the pan.*

### HOW TO RESOLVE

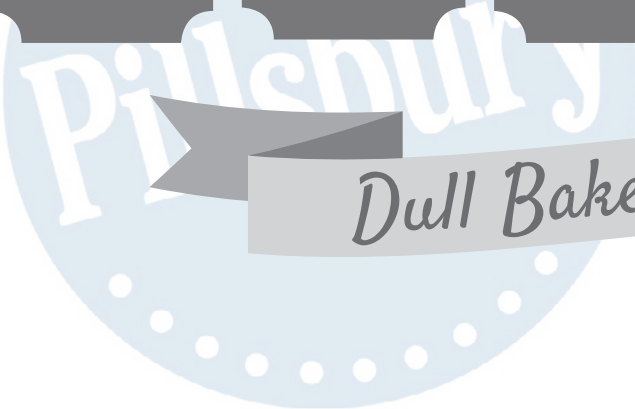


*Correctly Baked*

▶ *Make sure oven is fully preheated, calibrate oven and use high fan speed.*

▶ *Pan number of croissants based on package guidance.*

# 7TO Troubleshooting



## Dull Baked Color



### POSSIBLE CAUSES

- ▶ *Product was underbaked.*
- ▶ *Product was baked upside down.*



### HOW TO RESOLVE

- ▶ *Bake until even rich golden brown on top and sides, internal temp of 210°F.*
- ▶ *Panning right side up, with yellow egg wash side facing up.*

# FTO Troubleshooting



## Dark Appearance



### POSSIBLE CAUSES

- ▶ Oven is running hot.
- ▶ Too much direct heat.
- ▶ Too much egg wash was applied.
- ▶ Product was Thawed from Frozen.



### HOW TO RESOLVE

- ▶ Check oven temperature for proper temp, calibrate as needed.
- ▶ If bottom of croissant is too dark, use sheet pans to shield or bake on upper shelves.
- ▶ No need for additional egg wash as croissants already have egg wash on top side.
- ▶ The bake time for FTO croissants is recommended to bake from frozen.





Pillsbury™ Croissants

Classic Bacon Sandwich

Deep Fried

Mocha Cold Brew Muffins

Almond Covered

Prickly Pear Lime Muffin

## Eye-Catching Ideas

For your next event



7:02  
**Tradeshow  
Displays & Sampling**

4:14  
**Merchandising, Displays  
& Carry-Out**

2:00  
**Fancy Croissant  
Applications**

**More Croissant Recipes**