

Otis Spunkmeyer®



Craving some sweet new ideas? Otis Spunkmeyer serves up amazing—and amazingly versatile—sweet baked goods that are delicious on their own, but it doesn't stop there. All of our cookies, brownies, and muffins are ready to work for you with our new irresistible recipes. Less labor, more profit, more deliciousness...Otis Spunkmeyer makes it all good.



1 CASE = SO MANY WAYS TO INSPIRE YOUR MENU!

Our do-anything sweet baked goods mean profitable business, down to the last crumble.

WHY COOKIES FOR YOUR SIGNATURE DESSERTS?

- **They're versatile.** As menu size decreases and prep areas change, **77%** of operators agree that multi-use items are critical.¹
- **They're low labor.** Frozen cookie dough pucks are designed for easy execution, consistency, and high-quality baking every time.
- **They increase check rings.** A "little something sweet" increases impulse and add-on purchases for every operation.
- **They keep it interesting.** Mix it up with on-trend flavors, create unique pairings, or plus-up an LTO to captivate customers and stay top-of-mind.
- **They're portable.** As the dramatic growth of digital delivery continues, cookies travel well and deliver a quality experience. Cookies are easy to order, pay for, and pick-up to ensure on-time, correct deliveries.



FRESH-BAKED IS THE #1 REASON FOR ORDERING COOKIES²

WHY OTIS SPUNKMEYER?

- **We help you sell.** Recipes, high-quality merchandising and POS materials, and even a free oven!
- **We're ready when you are.** Our sweet baked goods are shipped and arrive frozen, ready to be baked up fresh.
- **We keep it low.** Always low labor and low waste, so you can make a high-impact dessert.
- **We bring it all.** Tons of on-trend flavors, in multiple sizes and formats...something for every operation!
- **People love us.** When Otis Spunkmeyer is on the menu, **71%** agree they are more likely to dine at their preferred restaurant.³



ADDED UP, THAT'S WHY WE OUTSELL THE COMPETITION 2:1⁴

SIGNATURE DESSERT RECIPES FOR EVERY SEASON

Start with Otis Spunkmeyer, then make it your own. We make it easy to plan a variety of profitable desserts with our chef-developed recipes, ideal for use throughout the year.

Visit our website or reach out to your Aspire Bakeries representative for the full recipes. Need personalized recommendations based on your operation? Just ask.



Recipes are rated on a scale of 1-3 cookies, in terms of time and difficulty.



Easy, peasy and ready in a jiffy.

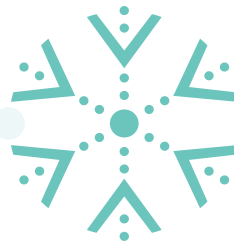


Simple as can be but a few extra ingredients are needed.



A few extra ingredients and steps required, but worth it!

WARM UP WITH THESE *Wintertime Possibilities!*



WHITE OUT MACADAMIA NUT COOKIES

Keep the winter holiday spirit going with this easy and beautiful sparkling cookie, simply decorated with royal icing and glittery sanding sugar.

Make it happen with
Otis Spunkmeyer Sweet Discovery
White Chocolate Macadamia Nut Cookies





CINNAMON & SUGAR COOKIE PINWHEELS

Morning coffee, afternoon tea, and every minute in-between are perfect occasions for these delicate and delectable pinwheels. You'll love how easy they are to make...and how quickly they disappear.

Make it happen with

Otis Spunkmeyer Sweet Discovery Sugar Cookies



CARAMEL THUMB PRINTS

Craving ooey, gooey goodness? Better bake an extra batch!
Hint: a sprinkle of flaky sea salt makes it salted caramel...

Make it happen with

Otis Spunkmeyer Sweet Discovery Sugar Cookies



Spring...Summer...ANYTIME IS RIGHT FOR BAKING WITH COOKIES



SUGAR COOKIE LEMON BARS

Lemon bars are made that much more delicious with an easy sugar cookie crust that bakes up to crisp perfection in minutes.

Make it happen with

Otis Spunkmeyer Sweet Discovery Sugar Cookies

SUGAR COOKIE DAY IS
July 9



OATMEAL COOKIE DAY IS
April 30



OATMEAL RAISIN APPLE PIE CUPS

Our oatmeal raisin cookie dough makes an excellent mini pie crust, crisp yet chewy and studded with plump raisins.

Make it happen with

Otis Spunkmeyer Sweet Discovery Oatmeal Raisin Cookies

PEANUT BUTTER COOKIE DAY IS
June 12



PB & J COOKIE SANDWICH

Everybody gets to be a kid again with this easy cookie sandwich. Comes together in seconds but remembered for a lifetime.

Make it happen with

Otis Spunkmeyer Sweet Discovery Peanut Butter Cookies

Other Otis Spunkmeyer cookie lines will work as well!



Sweet Summertime CELEBRATIONS



STRAWBERRY SHORTCAKE CHEESECAKE BARS

Luscious, oh, so creamy, and a perfectly sweet way to celebrate strawberry season.

Make it happen with
Otis Spunkmeyer Sweet Discovery
Strawberry Shortcake Cookies



PERFECT FOR
MEMORIAL DAY, LABOR
DAY, 4TH OF JULY, OR
ANYTIME THROUGHOUT
THE YEAR!

STRAWBERRY
SHORTCAKE
DAY IS
June 14



BACKYARD COOKOUT COOKIES

Summer holidays are even sweeter with these little firecrackers, and they're so easy to make with a handful of rainbow sprinkles and our Red, White, and Blue Cookies.

Make it happen with
Otis Spunkmeyer Sweet Discovery Red, White & Blue Cookies



COZY UP TO THESE *Late Summer, Early Fall* RECIPE IDEAS



CHOCOLATE CHUNK COOKIE STICKS

Dippable, dunkable, devourable, in-house or on-the-go. Cookie sticks can be dressed up in as many ways as you can imagine; once they're drizzled with melted chocolate, the sky's the limit!

Make it happen with
Otis Spunkmeyer Sweet Discovery
Milk Chocolate Chunk Cookies



These recipes can be easily modified with other Otis Spunkmeyer flavors.



CHOCOLATE
CHIP COOKIE
DAY IS
August 4



MAPLE PECAN SUGAR COOKIES

Celebrate autumn in style with a dressed-up sugar cookie, rolled in toasted pecans and slathered with a homemade brown butter maple frosting.

Make it happen with
Otis Spunkmeyer Sweet Discovery Sugar Cookies



BLUEBERRY CINNAMON ROLL CRUMBLE

Turn our blueberry muffins into an easy ice cream or fruit pie topping that works year-round for crisp, crumble, and cinnamon roll fanatics.

Make it happen with
Otis Spunkmeyer Bulk Wild Blueberry Muffins

CINNAMON ROLL
DAY IS
October 4



Ideas Too Sweet NOT TO SHARE...



SHAREABLE FRUIT PIE

Top our 8-inch shareable cookie with a cream cheese frosting, fresh fruit and berries, and voilà, instant signature dessert and customer favorite.

Make it happen with

Otis Spunkmeyer 8" Chocolate Chunk Pizza Cookie



50%

of consumers are interested in unique flavors being incorporated into bakery items.⁵



BROWNIE DAY IS
December 8



GREEK YOGURT BROWNIE PARFAIT

Crumbled chocolate brownies layered with Greek yogurt and berries make this an outstanding breakfast or all-day offering you can assemble in minutes.

Make it happen with

Otis Spunkmeyer Double Fudge Chip Chocolate Brownie
¼ Sheet Un-Iced

BACON DAY IS
December 30



ELVIS PIE

Truly the king of desserts! Banana cream filling covers our shareable skillet cookie, then it's topped with crumbled peanut butter cookies and crispy bacon bits for delight in every forkful.

Make it happen with

Otis Spunkmeyer 8" Chocolate Chunk Pizza Cookie and
Otis Spunkmeyer Sweet Discovery Peanut Butter Cookies



FRESH-BAKED *Opportunities*

Use the selected products and sizes on the previous pages with our new batch of recipes to get the best results. For a complete list of products, reach out to your Aspire Bakeries representative.



Otis Spunkmeyer *Supreme* INDULGENCE

4 FLAVORS • 2 SIZES



**CHUNKY CHOCOLATE
SUPREME**
2 oz, 3 oz



**OATMEAL CINNARAISIN
CRAVIN'**
2 oz, 3 oz



**SUGAR
COOKIE**
2 oz



**NUTTY WHITE
CHUNK DELIGHT**
2 oz, 3 oz

As good as it gets! Our gourmet cookie dough is made with 100% real butter and other premium ingredients, without artificial colors, flavors, or high-fructose corn syrup.

Otis Spunkmeyer *Sweet Discovery*

8 FLAVORS • 3 SIZES



**OATMEAL
RAISIN**
1.33 oz, 2 oz, 4 oz



**BUTTER
SUGAR**
1.33 oz, 2 oz, 4 oz



**PEANUT
BUTTER**
1.33 oz, 2 oz, 4 oz



**WHITE CHOCOLATE
MACADAMIA NUT**
1.33 oz, 2 oz, 4 oz



**MILK CHOCOLATE
CHUNK**
1.33 oz, 2 oz



**RED, WHITE
& BLUE**
1.33 oz



**CRANBERRY
OATMEAL**
1.33 oz



**STRAWBERRY
SHORTCAKE**
1.33 oz

The perfect choice for any operation. Made with real butter, whole eggs, and other prime ingredients, this dough also boasts the highest inclusions of all of Otis Spunkmeyer's butter-blend cookies.

Otis Spunkmeyer *Chippery*

3 FLAVORS • 3 SIZES



**CHOCOLATE
CHUNK**
1.33 oz, 1.5 oz, 3 oz



**SUGAR
COOKIE**
1.5 oz, 3 oz



**WHITE CHOCOLATE
MACADAMIA NUT**
1.5 oz, 3 oz

Chippery cookies are unique, crispy, cookies that are fantastic for those who prefer a crunchier cookie. Available in three ultra-versatile flavors.

Otis Spunkmeyer *Value Zone*

3 FLAVORS • 1 SIZE



**OATMEAL
RAISIN**
1 oz



**SUGAR
COOKIE**
1 oz



**PEANUT
BUTTER**
1 oz

Priced right and perfect for high volume use, these cookies make profit easy for any budget.



BULK WILD BLUEBERRY MUFFINS

Daypart-friendly 2.25 oz muffins are soft, tender, and loaded with wild blueberries; turn them into signature desserts with our recipes!



DOUBLE FUDGE CHOCOLATE CHIP BROWNIE 1/4 SHEET UN-ICED

Ready to portion and serve with any variety of toppings you can dream up. Delicious homemade taste with zero labor; simply thaw and serve.



Take a picture, it'll last longer! Social conversations about Dessert Pizza have increased by

57%⁶



8" CHOCOLATE CHUNK PIZZA COOKIE

Versatile and profitable. Our par-baked, super-sized 8-inch cookie is the perfect foundation for a customized dessert. Top it, slice it, watch it disappear.



RACK UP SALES WITH OUR FREE COOKIE OVEN

*Need an oven made just for cookies, with all the stuff you need to get baking?
We got you! Love Otis Spunkmeyer. xoxo*

WE'RE HAPPY TO HELP YOU SELL! Merchandising solutions for every operation

We have high-quality Point-of-Sale materials, all designed to help you sell. Because when you profit, GOOD gets even BETTER.

- Displays
- Customizable signage
- Packaging
- Clings
- Table tents
- And so much MORE...

Equipment Value
\$350





And there you have it.

Otis Spunkmeyer brings the high-quality brand your customers know and love. As an operator, you can offer delicious sweet baked goods your customers will crave, with a minimum of labor, waste, and time. All year long. How great is that?



Ready for more sales and profit?
With us, it's all good! For more ooey gooey ideas, inspiration, and solutions, contact your local Aspire Bakeries representative today or call 1-(844)99-ASPIRE



Follow us and like us on social @OtisSpunkmeyer

¹Kinetic 12, November 2023

^{2,3,4}Otis Spunkmeyer Commercial Channels – Awareness, Attitudes and Usage Study 2022

⁵Technomic Multi-Client Studies, The 2023 Away-From-Home Foodservice Bakery Products Category Assessment, July 2023

⁶Tastewise Food Trends, Desserts, 2023



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