



BE BRILLIANT

2019 Fall Seasonal Flavor Portfolio
SEPTEMBER - NOVEMBER



TOGETHER, LET'S BE BRILLIANT

Fresh ideas. Superior formulations. Outstanding taste and quality. Brill offers convenient products and techniques to help you create a one-of-a-kind bakery experience. We have been inspiring creativity and defining special occasions since 1928 with ready-to-use icings, glazes, toppings, cakes and cookies. Now it's your turn to *be brilliant*.

With one third of cake purchases and 50% of other sweet bakery purchases being unplanned, these categories are highly impulsive. In addition, the average shopper gets tired of a display after seeing it three times. Seasons give you the opportunity to increase the variety in your offering and as a result, increase consumer interest.

We want to make it simple for you to offer an assortment of products that over-index from September through November. We are showcasing this season's top performing flavors—ranging from our **delicious cranberry muffins** to our **pumpkin pie fillings** — and our best decorating icing colors, like **Red, Brilliant Orange and Gold**. With the season's most popular flavors and colors, you can create an optimal Fall bakery offering.

*Seasonal flavors contribute to nearly **25% of sales** in fresh baked items.*

TABLE OF CONTENTS

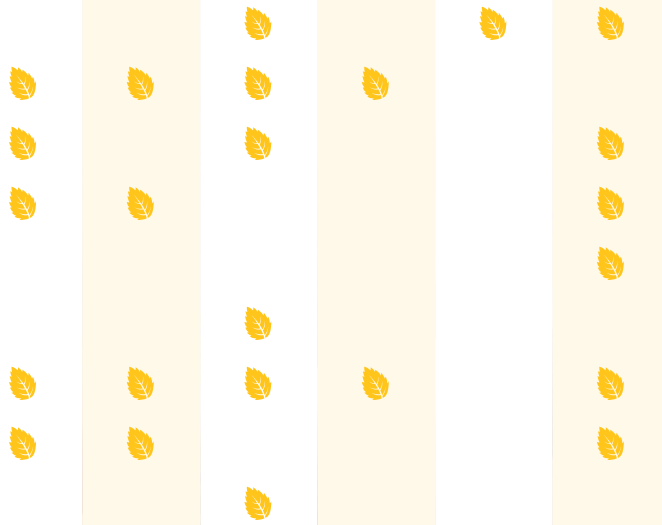
Apple	4
Caramel	4
Sweet Potato	4
Cinnamon	5
Pecan	5
Cranberry	5
Gingerbread	6
Pumpkin	6
Red Velvet	6
Decorating Icings	7

AT A GLANCE: BEST OF FALL

TOP SELLING FLAVORS

- Apple
- Caramel
- Cinnamon
- Cranberry
- Gingerbread
- Pecan
- Pumpkin
- Red Velvet
- Sweet Potato

Cakes Cookies Fillings Icings/
Toppings Laminated
Dough Muffins



PRODUCT CATEGORIES

Seasons give you the opportunity to increase the variety in your offering and as a result, increase consumer interest.

APPLE

MDM Code	Product Description	Season	Case Pack	Net Wt (lb.)	Gross Wt (lb.)	Pallet	Cube (ft ³)	Storage	Shelf Life (days)
MUFFINS									
10199037	Granny Apple & Cinnamon Muffin Batter w/NUTS	P7-P10	2/9 lb	18.0	19.4	50	0.67	Frozen	270
10200895	Apple Spice Muffin 4.5 oz	P7-P10	96/4.5 oz	27.0	29.0	30	1.53	Frozen	180
10200896	Apple Spice Muffin 5.4 oz	P7-P10	75/5.4 oz	25.3	27.3	30	1.53	Frozen	180
10200897	Apple Spice Muffin 6.25 oz	P7-P10	75/6.25 oz	29.3	31.3	30	1.53	Frozen	180
10200433	Assortment Mini Muffins APPLE, LEMON, CHOCOLATE	P7-P10	120/.88 oz	6.6	8.0	120	0.82	Frozen	365
LAMINATED DOUGH									
10202625	Sugared Apple Turnover 3.25 oz	P7-P10	60/3.25 oz	12.2	14.5	120	0.69	Frozen	270
10202607	Apple Turnover 3.25 oz	P7-P10	144/3.25 oz	31.5	34.0	40	0.69	Frozen	270
10202114	Sugared Mini Cherry & Apple Snack Stix Dough	P7-P10	300/.75 oz	14.0	15.0	120	0.69	Frozen	270
FILLINGS									
10197975	Diced Apple Filling	P7-P10	1/18 lb	18.0	19.5	80	0.56	Ambient Controlled	180
10197976	Diced Apple Filling	P7-P10	12/2 lb	24.0	26.0	72	0.59	Ambient Controlled	180
10221756	Freefill Diced Apple Filling	P7-P10	12/2 lb	24.0	25.0	60	0.54	Ambient	180
10202027	Sliced Apple Filling	P7-P10	1/18 lb	18.0	19.5	80	0.56	Ambient Controlled	180
10185520	Crown Apple Filling	P7-P10	1/18 lb	18.0	19.0	80	0.58	Ambient Controlled	270
10197776	Crown Apple Filling	P7-P10	1/37 lb	37.0	39.0	42	1.06	Ambient Controlled	270
10201772	Redi-Pak Apple Turnover Pastry Filling	P7-P10	12/2 lb	24.0	25.0	60	0.54	Ambient Controlled	180
10195259	Apple Turnover Filling	P7-P10	1/37 lb	37.0	39.0	42	1.06	Ambient Controlled	270
10198491	Fruitful Apple Pastry Filling	P7-P10	1/40 lb	40.0	42.0	42	1.06	Ambient Controlled	270
10198211	Variety Fine Cut Apple Pastry Filling	P7-P10	1/38 lb	38.0	40.0	42	1.06	Ambient Controlled	270
10197047	Variety Chopped Apple Pastry Filling	P7-P10	1/38 lb	38.0	40.0	42	1.06	Ambient Controlled	270
10195237	Apple Cobbler Filling	P7-P10	10/4 lb	40.0	41.7	50	0.87	Ambient Controlled	180
10201103	Special Apple Cobbler Filling	P7-P10	10/4 lb	40.0	41.7	50	0.87	Ambient Controlled	180
10184321	Apple Raspberry Pastry Filling	P7-P10	1/40 lb	40.0	42.0	42	1.06	Ambient Controlled	360

CARAMEL

MDM Code	Product Description	Season	Case Pack	Net Wt (lb.)	Gross Wt (lb.)	Pallet	Cube (ft ³)	Storage	Shelf Life (days)
COOKIES									
10204737	Salted Caramel Cookie Dough	P9-P11	240/2 oz	30.0	31.5	48	1.05	Frozen	360
TRUFFLES									
10197753	Caramel Salted Pecan Filled Truffle	P9-P11	45/1.2 oz	3.4	4.2	224	0.2	Frozen	240
ICINGS & TOPPINGS									
10223624	Caramel Icing	P9-P11	1/20 lb	20.0	21.0	80	0.58	Ambient Controlled	180
10222177	Caramel Icing	P9-P11	1/40 lb	40.0	42.0	42	1.06	Ambient	180
10223681	Classic Caramel Dip Icing	P9-P11	1/25 lb	25.0	26.0	80	0.58	Ambient Controlled	180
10185282	Country Fair Caramel Icing	P9-P11	1/23 lb	23.0	24.5	80	0.56	Ambient Controlled	240
10201877	Salted Caramel Buttercrème	P9-P11	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10202794	Caramelize Specialty Icing	P9-P11	1/21 lb	21.0	22.5	80	0.56	Ambient Controlled	180
10215146	Caramel Fudge Icing	P9-P11	1/22 lb	22.0	23.5	80	0.56	Ambient	180
10207665	Dulce de Leche Whipped Topping	P9-P11	1/13 lb	13.0	14.0	48	0.99	Frozen	360
FILLINGS									
10202996	TranSmart® Sticky Bun Smear	P9-P11	1/21 lb	21.0	22.5	80	0.56	Ambient	180
10202295	Sticky Bun Smear	P9-P11	1/45 lb	45.0	47.0	42	1.06	Ambient Controlled	180
10214201	Cinnabon® Makara Caramel Smear	P9-P11	1/22 lb	22.0	23.5	80	0.56	Ambient	240

SWEET POTATO

MDM Code	Product Description	Season	Case Pack	Net Wt (lb.)	Gross Wt (lb.)	Pallet	Cube (ft ³)	Storage	Shelf Life (days)
FILLINGS									
10198340	Sweet Potato Pie Filling	P9-P11	4/8.5 lb	34.0	36.5	48	1.00	Frozen	180

CINNAMON

MDM Code	Product Description	Season	Case Pack	Net Wt (lb.)	Gross Wt (lb.)	Pallet	Cube (ft ³)	Storage	Shelf Life (days)
CAKES									
10202532	Cinnamon Squares	P10-P12	172/148 oz	16.0	17.0	50	0.78	Frozen	180
10197229	Cinnamon Swirl Sliced Loaf Cake	P10-P12	12/16 oz	12.0	14.5	72	1.30	Frozen	365
10228485	Cinnamon Swirl Ring Cake 24 oz	P10-P12	4/24 oz	6.0	7.98	88	1.00	Frozen	270
10228851	Cinnamon Swirl Ring Cake 32 oz	P10-P12	4/32 oz	8.0	9.04	88	1.00	Frozen	365
MUFFINS									
10184777	Scoop-N-Bake® Muffin New York Cinnamon Batter	P10-P12	2/9 lb	18.0	19.4	50	0.67	Frozen	270
10200522	Thaw-n-Serve Cinnamon Chip Muffin 4 oz	P10-P12	32/4 oz	8.0	9.4	45	1.06	Frozen	365
10213549	Simplicious™ Cinnamon Chip Muffin 4.5 oz	P10-P12	96/4.5 oz	27.0	28.1	30	1.53	Frozen	180
10200473	Cinnamon Chip Muffin 4.5 oz	P10-P12	96/4.5 oz	27.0	29.0	30	1.53	Frozen	180
10200909	Cinnamon Chip Muffin 5.4 oz	P10-P12	75/5.4 oz	25.3	27.3	30	1.53	Frozen	180
10200472	Cinnamon Chip Muffin 6.25 oz	P10-P12	75/6.25 oz	29.3	31.3	30	1.53	Frozen	180
FILLINGS									
10202812	Cinnamon Spread	P10-P12	1/15 lb	15.0	16.5	80	0.56	Frozen	180

PECAN

MDM Code	Product Description	Season	Case Pack	Net Wt (lb.)	Gross Wt (lb.)	Pallet	Cube (ft ³)	Storage	Shelf Life (days)
FILLINGS									
10198329	Pecan Pie Filling	P9-P11	4/10 lb	40.0	43.0	48	1.00	Frozen	180
10194662	Coconut Pecan Cookie Dough	P6-P11	180/1.2 oz	13.5	15.5	81		Frozen	360
TRUFFLES									
10197753	Caramel Salted Pecan Filled Truffle	P9-P11	45/1.2 oz	3.4	4.2	224	0.2	Frozen	240

CRANBERRY

MDM Code	Product Description	Season	Case Pack	Net Wt (lb.)	Gross Wt (lb.)	Pallet	Cube (ft ³)	Storage	Shelf Life (days)
CAKES									
10200225	Cranberry Nut Loaf Cake	P8-P12	12/16 oz	12.0	14.5	72	1.27	Frozen	365
10200246	Cranberry Nut Sliced Loaf Cake	P8-P12	12/16 oz	12.0	14.5	72	1.30	Frozen	365
1020448	Cranberry Orange & Pumpkin Spice Sliced Loaf Cake	P8-P12	6/32 oz	12.0	14.5	84	0.99	Frozen	365
10200116	Variety Loaf Cakes CRANBERRY NUT & PUMPKIN	P8-P12	6/32 oz	12.0	14.5	84	1.17	Frozen	365
10200226	Variety Loaf Cakes CRANBERRY NUT & PUMPKIN	P8-P12	6/32 oz	12.0	13.5	84	0.99	Frozen	365
10196716	Holiday Loaf Cakes CRANBERRY NUT, PUMPKIN, CARROT	P8-P12	12/12 oz	9.0	10.0	120	0.67	Frozen	365
10197163	Cranberry Nut Bundt Cake	P8-P12	4/24 oz	6.0	8.0	88	1.00	Frozen	365
COOKIES									
10194891	Cranberry Nut Crunch Cookie Dough	P8-P12	96/4 oz	24.0	26.0	48	0.88	Frozen	365
MUFFINS									
10184779	Cranberry Nut Frozen Gourmet Muffin Batter	P8-P12	2/9 lb	18.0	19.4	50	0.67	Frozen	270
10199034	Cranberry Nut Frozen Gourmet Muffin Batter	P8-P12	1/18 lb	18.0	19.1	100	0.47	Frozen	270
10200525	Thaw-n-Serve Cranberry Orange Muffin 4 oz	P8-P12	32/4 oz	8.0	9.0	45	1.10	Frozen	365
10200916	Cranberry Orange Muffin 4.5 oz	P8-P12	96/4.5 oz	27.0	29.0	30	1.53	Frozen	180
10200912	Cranberry Orange Muffin 5.4 oz	P8-P12	75/5.4 oz	25.3	27.3	30	1.53	Frozen	180
10200475	Cranberry Orange Muffin 6.25 oz	P8-P12	75/6.25 oz	29.3	31.3	30	1.53	Frozen	180

GINGERBREAD

MDM Code	Product Description	Season	Case Pack	Net Wt (lb.)	Gross Wt (lb.)	Pallet	Cube (ft ³)	Storage	Shelf Life (days)
MUFFINS									
10200918	Gingerbread Muffin 4.5 oz	P9-P12	96/4.5 oz	27.0	29.0	30	1.53	Frozen	180
10198577	Gingerbread Muffin 5.4 oz	P9-P12	75/5.4 oz	25.3	26.3	30	1.53	Frozen	180
COOKIES									
10194665	Ginger Cookie	P9-P12	300/1.2 oz	22.5	24.5	60		Frozen	360

PUMPKIN

MDM Code	Product Description	Season	Case Pack	Net Wt (lb.)	Gross Wt (lb.)	Pallet	Cube (ft ³)	Storage	Shelf Life (days)
CAKES									
10201639	Pumpkin Spice Cake Batter	P8-P11	8/3 lb	24.0	26.0	72	0.50	Frozen	450
10201642	Pumpkin Spice Cake Batter	P8-P11	1/17 lb	17.0	18.5	80	0.56	Frozen	450
10200266	Pumpkin Sliced Loaf Cake	P8-P11	12/16 oz	12.0	14.5	72	1.30	Frozen	365
10228489	Pumpkin Ring Cake 24 oz	P8-P11	4/24 oz	6.0	8.0	88	0.99	Frozen	365
10228839	Pumpkin Ring Cake 32 oz	P8-P11	4/32 oz	8.0	9.0	88	1.00	Frozen	365
10207361	Pumpkin Cupcakes	P8-P11	114/1.25 oz	11.3	12.2	50	1.56	Frozen	270
10195139	8 in. Round Pumpkin Spice Cake Layers	P8-P11	24/12.5 oz	18.8	20.7	40	1.83	Frozen	240
MUFFINS									
10199028	Scoop-N-Bake™ Magic Pumpkin Muffin Batter	P8-P11	1/18 lb	18.0	19.1	100	0.58	Frozen	270
10200926	Pumpkin Muffin 4.5 oz	P8-P11	96/4.5 oz	27.0	29.0	30	1.53	Frozen	180
10200489	Pumpkin Muffin 5.4 oz	P8-P11	75/5.4 oz	25.3	27.3	30	1.53	Frozen	180
10200928	Pumpkin Muffin 6.25 oz	P8-P11	75/6.25 oz	29.3	31.3	30	1.53	Frozen	180
10232731	Thaw & Serve Pumpkin Muffin	P8-P11	32/4 oz	8.0	9.0	45	1.06	Frozen	365
COOKIES									
10194759	Pumpkin Spice Cookie Batter	P8-P11	1/18 lb	18.0	19.1	80	0.55	Frozen	360
10194758	Pumpkin Chocolate Chip Cookie Dough	P8-P11	1/18 lb	18.0	19.1	80	0.55	Frozen	450
ICINGS & TOPPINGS									
10201625	Pumpkin Buttercrème Frosting	P8-P11	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
FILLINGS									
10198331	Pumpkin Pie Filling	P8-P11	4/8.5 lb	34.0	35.0	48	1.00	Ambient Controlled	180

RED VELVET

MDM Code	Product Description	Season	Case Pack	Net Wt (lb.)	Gross Wt (lb.)	Pallet	Cube (ft ³)	Storage	Shelf Life (days)
CAKES									
10200268	Red Velvet Sliced Loaf Cake	P10-P2	12/16 oz	12.0	14.5	72	1.3	Frozen	365
10204085	Pistachio & Red Velvet Sliced Loaf Cake	P10-P2	6/32 oz	12.0	14.5	84	1.0	Frozen	365
10197661	Red Velvet Cupcakes	P10-P2	144/1.25 oz	11.3	12.2	60	1.68	Frozen	270
10224854	7 in. Red Velvet Cake Layers	P10-P2	24/9 oz	13.5	15.5	45	1.54	Frozen	240
10195080	8 in. Double Layer Red Velvet Cake	P10-P2	4/41.5 oz	10.4	12.4	56	1.15	Frozen	270
10195130	8 in. Premium Red Velvet Cake Layers	P10-P2	24/12.5 oz	18.8	20.7	40	1.83	Frozen	240
10197214	Pride 8 Inch Red Velvet Cake Layers	P10-P2	24/14 oz	21.0	24.0	25	1.90	Frozen	270
10197150	1/2 Sheet Red Velvet Cake	P10-P2	4/3.5 lb	14.0	16.5	100	0.95	Frozen	270
TRUFFLES									
10201764	Red Velvet Truffle Cake	P10-P2	120/1.2 oz	3.4	4.2	224	0.20	Frozen	240
MUFFINS									
10200495	Red Velvet Muffin 4.5 oz	P10-P2	96/4.5 oz	27.0	29.0	30	1.50	Frozen	180
10201761	Red Velvet Muffin 5.4 oz	P10-P2	75/5.4 oz	25.3	27.3	30	1.53	Frozen	180
10200506	Red Velvet Muffin 6.25 oz	P10-P2	75/6.25 oz	29.3	31.3	30	1.53	Frozen	180
COOKIES									
10197401	Red Velvet Cookie Pucks	P10-P2	360/1.1 oz	24.8	26.7	48	0.88	Frozen	360

TOP ICING COLORS FOR FALL



Purple
Decorating Buttercrème



Red
Decorating Buttercrème



Brilliant Green
Decorating Buttercrème



Gold
Decorating Buttercrème



Brilliant Orange
Decorating Buttercrème



Black
Decorating Buttercrème

FALL COLOR PAIRING INSPIRATION



HALLOWEEN

THANKSGIVING

DECORATING ICINGS

MDM Code	Product Description	Case Pack	Net Wt (lb.)	Gross Wt (lb.)	Pallet	Cube (est)	Storage	Shelf Life (days)
BUTTERCRÈME FROSTINGS								
10208527	Aruba Blue Decorating Buttercrème	1/14 lb	14.0	15.0	80	0.52	Ambient	180
10202854	Black Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10202856	Blue Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10202756	Brilliant Blue Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10202760	Brilliant Green Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10202764	Brilliant Orange Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10202766	Brilliant Pink Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10202770	Brilliant Yellow Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10202900	Garnet Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10207661	Gold Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient	180
10202869	Green Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10226460	Lavender Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.60	Ambient Controlled	120
10207659	Orchid Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	120
10202943	Patriotic Blue Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10202860	Pink Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10202962	Purple Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10202853	Red Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10202865	Royal Blue Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10202979	Snapdragon Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10205390	True Orange Decorating Buttercrème	1/14 lb	14.0	15.0	80	0.56	Ambient	180
10203004	True Pink Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10215141	True Yellow Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
10202864	Yellow Decorating Buttercrème	1/14 lb	14.0	15.5	80	0.56	Ambient Controlled	180
FLAT ICINGS								
10180248	Green 'N Glossy Dipping Icing	1/23 lb	23.0	24.5	80	0.56	Ambient Controlled	240
10180249	Orange 'N Glossy Dipping Icing	1/23 lb	23.0	24.5	80	0.56	Ambient Controlled	240
10180250	Pink 'N Glossy Dipping Icing	1/23 lb	23.0	24.5	80	0.56	Ambient Controlled	240
10180251	Red 'N Glossy Dipping Icing	1/23 lb	23.0	24.5	80	0.56	Ambient Controlled	240
DECOPRO								
10210330	DecoPro Brilliant Orange Decorating Buttercrème	12/24 OZ	18.0	20.0	91		Ambient Controlled	180
10232820	DecoPro Yellow Snapdragon Decorating Buttercrème	12/24 OZ	18.0	20.0	91		Ambient Controlled	181
10210023	DecoPro Royal Blue Decorating Buttercrème	12/24 OZ	18.0	20.0	91		Ambient Controlled	182
10210376	DecoPro Black Decorating Buttercrème	12/24 OZ	18.0	20.0	91		Ambient Controlled	183
10209993	DecoPro Green Decorating Buttercrème	12/24 OZ	18.0	20.0	91		Ambient Controlled	184
10232827	DecoPro Light Pink Carnation Decorating Buttercrème	12/24 OZ	18.0	20.0	91		Ambient Controlled	185
10210337	DecoPro Red Decorating Buttercrème	12/24 OZ	18.0	20.0	91		Ambient Controlled	186

FEATURED BRANDS



A trusted brand since 1928, **Brill** delivers fresh ideas and superior formulations for cakes, icings, and cookies that inspire bakers to **be brilliant**.



Henry & Henry offers artisanal, time-tested ingredients that perform beautifully and consistently every time. With a rich 100-year history of delivering premium filling solutions, Henry & Henry's best-in-class ingredients inspire **endlessly sweet possibilities**.



Karp's Scoop-N-Bake batters are distinguished by its founder, Jack Karp, and his commitment to scratch quality made simply. Create muffins, cakes, and more with the quality, care and freshness of a made-from-scratch batter without the complex prep. **Simply, scoop and bake.**



Since 1892, **Multifoods*** has applied bakery science to develop reliable formulations for muffins and other fine pastries. Knowing their products will be delicious and consistent every time gives customers **peace of mind**.



A CSM Bakery Solutions Company



For more information, give us a call at **1 866 98 BRILL** (1 866-982-7455) or visit us online at **brillinc.com**.

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