



THE ZIMMERMAN GROUP

An Experienced Resource for the Baking Industry

- Over 10 years as the agency-of-record for the Pillsbury and General Mills Bakery and Foodservice Division
- Helped develop and launch over 25 new bakery products
- TZG can provide support for the following disciplines:
 - Trade Print Advertising
 - B2B Collateral
 - Direct Mail Promotions and Premiums
 - Distributor Programs
 - E Newsletters and Educational Materials
 - Videos
 - Trade Shows and Large Murals

TRADE ADS

Created and placed a series of double page spread trade ads for Pillsbury Baking Mixes.

Would we risk our reputation on a frozen biscuit dough that wasn't as good as scratch?



Introducing Oven Lovin'™ Frozen Biscuit Dough.

These new biscuits truly are a breakthrough. They're moist, tender and hold up golden brown. And best of all, these delicious biscuits go into the freezer to be used in just one step.


We offer hand-dipped varieties, butter-rich and cinnamon-sugar, both are perfect for your bakery.

See how well these and our other mixes perform by Oven Lovin'™ Frozen Biscuit Dough and other quality Pillsbury™ products. It's our "Oven Lovin'" touch. Our "Just Bake It"™ and "Love It"™ Pillsbury™ Oven Lovin'™ All the time, any season, at any time, all the convenience of frozen.

For more information call 1-800-767-5404.



Shaping the future of baking.



DOUGHBOY KNOWS CAKE **DOUGHBOY KNOWS BREAD**

DOUGHBOY KNOWS COOKIES **DOUGHBOY KNOWS BAKING**


DOUGHBOY KNOWS FLOUR **DOUGHBOY KNOWS MUFFINS**

DOUGHBOY KNOWS DANISH **DOUGHBOY KNOWS DONUTS**

At home and in the bakery, there's nothing more than The Doughboy™ knows. Our mixes are formulated to meet the baker's changing needs. With a little help from our Doughboys, we've developed some amazing new mixes of such quality and variety that you may never choose another brand. From cakes, cookies, muffins, breads, danishes and pizza crusts to all the most popular varieties of Pillsbury™ Doughboy™ Baking Mix, Pillsbury™ Flour and Pillsbury™ Quality Positioners. So when you're ready to order, remember Doughboy knows. Pillsbury has the products you need.

Get to know someone who really knows baking. Call 1-800-767-5404 for a free Pillsbury Product Manual.

JUST BAKE IT.



Shaping the future of baking.

Your search for the moistest cake is over.



Some things in life require a magic touch. Making the moistest, richest, and best tasting cake is one of them. That's why you need a mix that's as good as you are. Pillsbury's Baker's Plus™ Cake Mix. Baker's Plus is formulated to be the best by all measures. It has an absorption level of 6%, for mouth-watering moistness and greater yield. Velvety richness. Superior freeze/thaw stability that stretches cake shelf life. Precisely the ingredients you'd expect from Pillsbury. It all adds up to the best-looking, best-tasting cakes, day after day. This is why America's best bakers use Baker's Plus, and why you should, too. So start with the mix that responds to your magic touch. Pillsbury's Baker's Plus Cake Mix.

For more information about Pillsbury's Baker's Plus™ Cake Mix call 1-800-767-5404.



Shaping the future of baking.



TRADE ADS

CONTINUED

Created and placed a series of full page trade ads for Best Baking Corp.



Build a Better Bottom Line, One Batch at a Time!

Whether it's selection, convenience or homemade taste, Best Brands has a profitable cookie solution to meet your needs. We offer a complete line of frozen cookie doughs with a size and variety for every occasion. The ultimate in taste and convenience, they are made with the finest premium ingredients. Best of all, they go from freezer to shelf in only 30 minutes. Our cookie base and mixer let you bake up fresh cookies in any batch size, whenever you need them. To learn more about how Best Brands cookies can help you bake up bigger cookie profits, contact a representative today.




Available Frozen Products: Cookies • Seasonal Holiday Cut-outs • Macarons and Ethnic Varieties
Also Available in Bulk Pack • 5lb and 10lb
These and full Pre-baked Packaged Varieties




Best Brands Corp.
Innovative Products and Service
Bottom Line Results

1-800-328-2068 • 1765 Yankee Doodle Road • St. Paul, MN 55121




Puff Up Your Pastry Profits!

Quality, scratch taste, and freezer-to-oven convenience is the Best Brands formula for improved pastry profits. With our abundant premium fruit fillings and our light flaky pastry, your customers will love all of our mouth-watering varieties. Best Brands puff pastries save you time and labor costs without sacrificing taste or quality. Contact your Best Brands representative today and start puffing up your pastry profits.



Available: Puff Pastry Squares • Sheets and Bulk Dough
Triangles • Squared Strands • Fruit Turnovers
Napoleon and Mini Stack Mix • Fruit 'n' Cream Turnovers



Best Brands Corp.
Innovative Products and Service
Bottom Line Results

1-800-328-2068 • 1765 Yankee Doodle Road • St. Paul, MN 55121



Looking for Greater Cake Profits? Try NEW Frozen Pride Cake Layers.

Customers told us increased product convenience meant increased profits. They also told us that they couldn't sacrifice taste or quality for convenience. Now Pride frozen cake layers were developed to deliver the premium taste and quality of Pride mix cakes with frozen pre-baked convenience. Pride frozen cake layers save labor, time, oven space and reduce your out of stocks. To find out how Pride frozen cake layers can increase your cake profits, contact a Best Brands' sales representative today.



Available in: 7 and 8 inch Round Cake Layers • Wedding Cake Layers
Cupcakes • Quince, Half and Full Sheet Cakes



Best Brands Corp.
Innovative Products and Service
Bottom Line Results

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Looking for Greater Cake Profits? Try NEW Frozen Pride Cake Layers.

Customers told us they love the Pride mix but it's often not convenient enough. That's why we developed frozen Pride cake layers. All the taste and quality of Pride mix cakes with pre-baked convenience. Pride frozen cake layers save labor, time, oven space and reduce your out of stocks. Gentle taste, cost savings and convenience will give you the winning edge. Contact a Best Brands' sales representative today to learn how you can start serving up greater cake profits with Pride frozen cake layers.



Available in: 7 and 8 inch Round Cake Layers • Wedding Cake Layers
Cupcakes • Quince, Half and Full Sheet Cakes



Best Brands Corp.
Innovative Products and Service
Bottom Line Results

1-800-328-2068 • 1765 Yankee Doodle Road • St. Paul, MN 55121

TRADE ADS CONTINUED

Full-service capabilities, from media planning to final print-ready art.

Created and placed a series of double page spread trade ads for Pillsbury Flour.

Slightly overcast, clearing by mid-morning.

WITH PILLSBURY FLOUR
APPEARANCE IS
PREDICTABLE.

When you bake with Pillsbury Flour, everything turns out the way you expect it. Appearance. Appearance. And appearance. That's because we have very precise wheat flour. Most of the time we've been milling flour for 100 years and we know it better.

Pillsbury
FLOUR

No Surprises. Just Results.™

1-800-367-1338

Clear and sunny today.

WITH PILLSBURY FLOUR
ABSORPTION IS
PREDICTABLE.

Things never turn out too good or too dry when you use Pillsbury Flour. Just moist and delicious, every time. Partly because of our Master Mix™ wheat blending process. Mostly because we've been milling flour for 100 years and nobody does it better.

Pillsbury
FLOUR

No Surprises. Just Results.™

1-800-767-1338

Slight chance of snow flurries.

WITH PILLSBURY FLOUR
VOLUME IS
PREDICTABLE.

To knead or not to knead, that's the question. When you bake with Pillsbury Flour, great-tasting products with the volume you want. Can't get the Pillsbury breads. They're made with Pillsbury Flour. They're not fluffy because we've been milling flour for 100 years and nobody does it better.

Pillsbury
FLOUR

No Surprises. Just Results.™

1-800-767-1338

TRADE ADS CONTINUED

Created and placed a series of double page spread trade ads for Green Giant Fresh Foodservice.

Two great new entrees that are off-the-wall.

Chicken Chow Mein
Now, to help you entertain customers and build profits, Green Giant is offering a free "Chinese Celebration Kit" with every 15 case purchase. Contact your Green Giant Sales Rep and place your order today.
For more information call 1-800-767-5404.

Sweet & Sour Pork
Introducing Green Giant Chicken Chow Mein and Sweet & Sour Pork. Two exotic new Oriental entrees with taste that's true to their origin. We prepare both with authentic Oriental vegetables, seasonings and sauces. Plus lots of tender chicken or lean pork. Every bite is guaranteed to fascinate your customers' taste buds.

With these exciting additions, our Oriental line now features seven distinct taste adventures. All are low in fat and cholesterol, and contain no added MSG.
So liven up your menu with two exciting new Oriental taste traditions: Chicken Chow Mein and Sweet & Sour Pork entrees from Green Giant.

Green Giant
United Metropolitan Foodservice, C.A. Inc.
Shaping the future of prepared foods.

Now! 6 ways to capture the zest of the great Southwest!

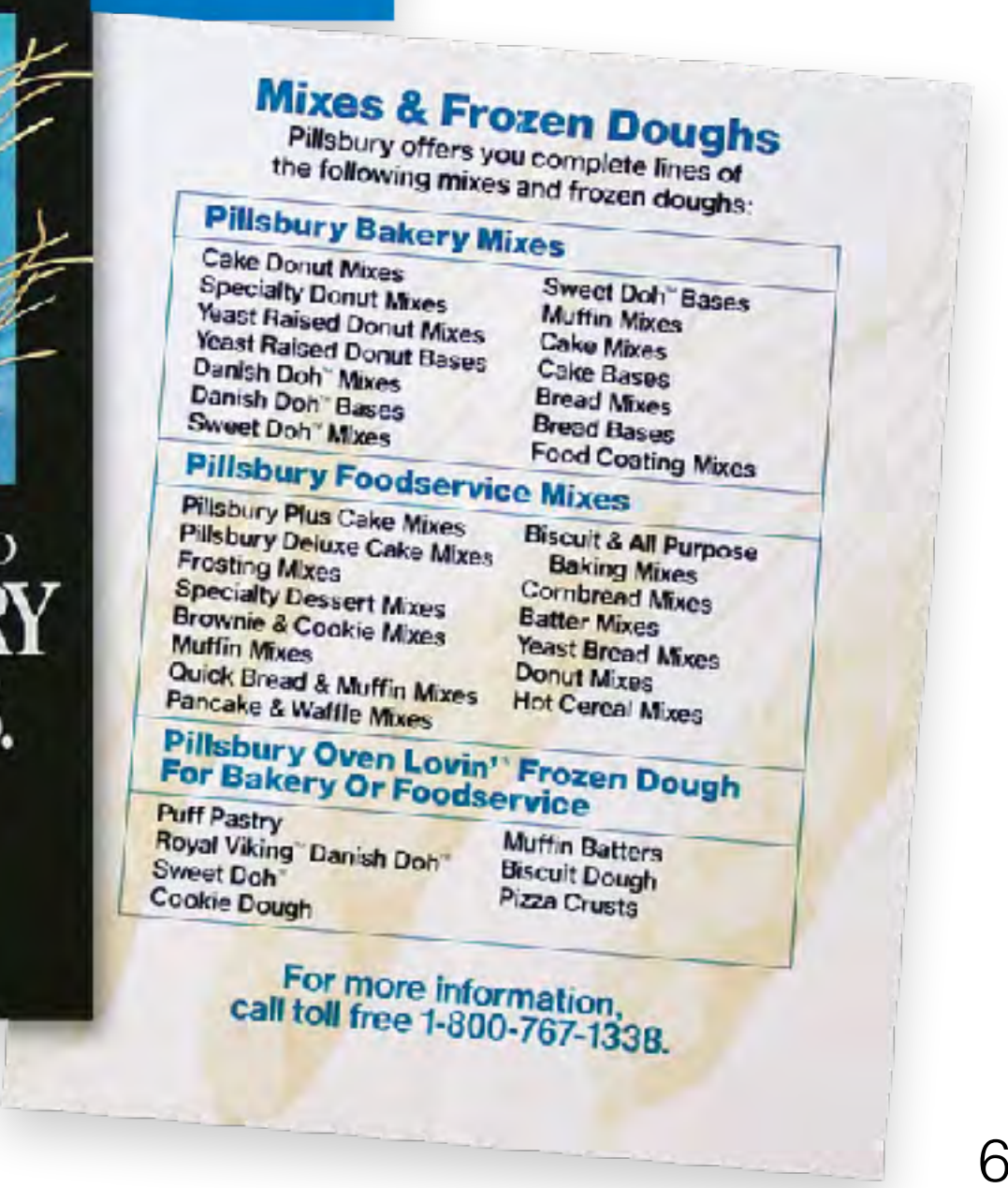
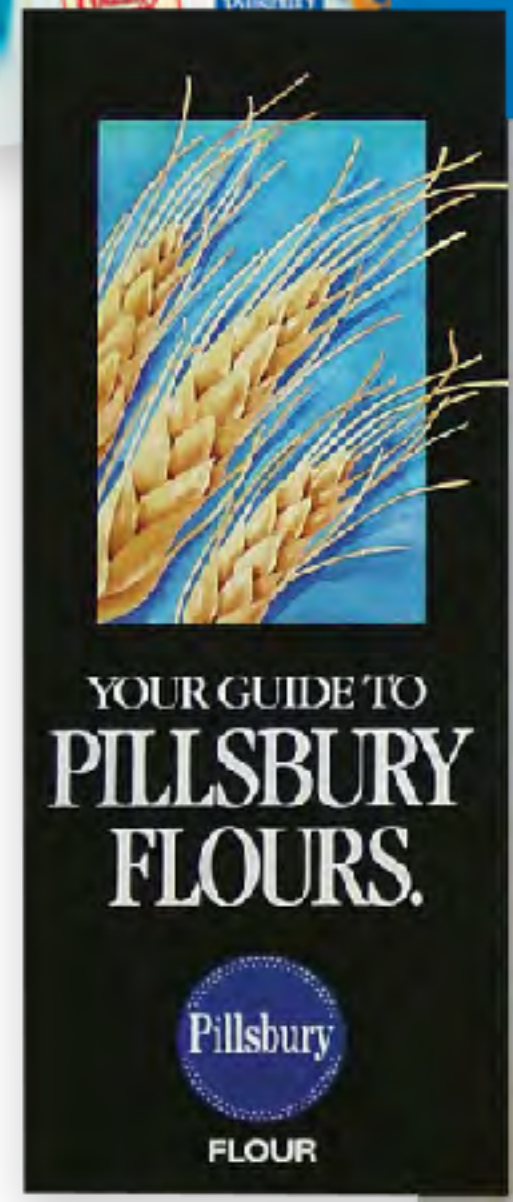
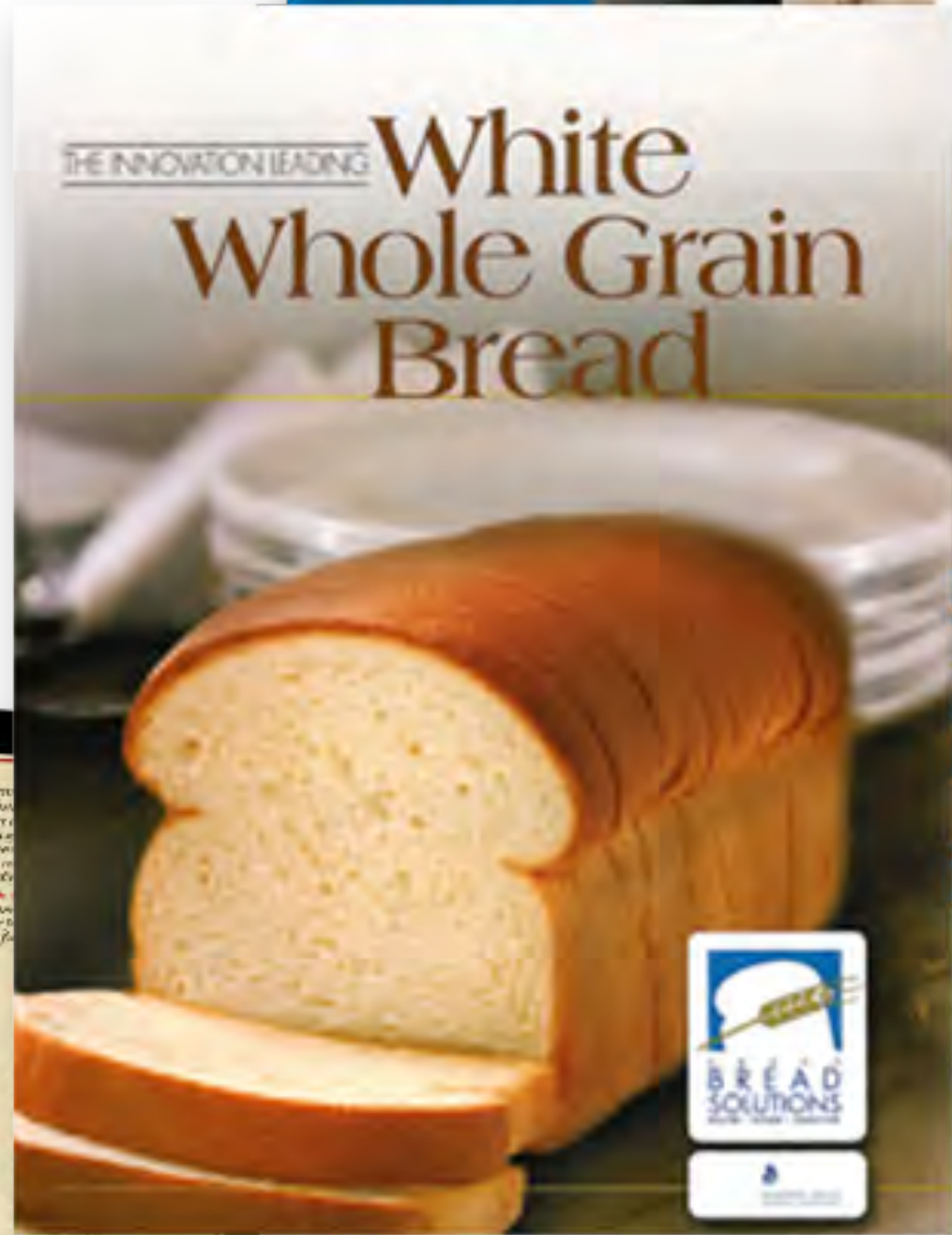
Green Giant introduces six sizzling, new Southwestern entrees that draw customers from far and wide. Delicious dishes featuring the best, regional flavors and textures of the true Southwest. All made with the finest ingredients and no added MSG.
Serve delectable beef or chicken enchiladas, two meaty fajitas or a lively, meatless chili that's cholesterol-free and low in fat. And for breakfast or brunch, offer Chiles Sierra, an innovative egg and cheese dish with a style all its own.
Every bite is a taste fiesta. With tender beef and chicken, zesty green chiles, rich cheeses and crisp garden vegetables. All seasoned to perfection with authentic Southwestern spices.
For a menu that will capture crowds, add six of the best from the great Southwest! New Green Giant Southwest Style Entrees.
For more information call 1-800-767-5404.

Green Giant
United Metropolitan Foodservice, C.A. Inc.
Shaping the future of prepared foods.

B2B COLLATERAL

Design and copywriting through printing.

- ▶ Tri-Folds
- ▶ Multi-Page Brochures
- ▶ Folders with Sell Sheet Inserts



B2B COLLATERAL

CONTINUED

Photographed, designed, and printed a fold-up poster for Dakota Growers Pasta Co. showing their complete line of pasta shapes.



DISTRIBUTOR PROGRAMS

Created and managed the Sysco Distributor Programs for General Mills / Pillsbury.



NEWSLETTERS & EDUCATIONAL MATERIALS

- ▶ Design and produce internal, trade, and consumer newsletters
- ▶ Design and produced WIC (Women-Infants-Children) educational materials in Spanish and English



Subject: Mott's® The Choice In Crystal Clear



ISN'T NOW THE TIME TO PUT MOTT'S® TO WORK FOR YOU?

Top Reasons Why Mott's is the Crystal Clear Choice!

- 1. Mott's® strong growth drives bottom line results.**
Experience 18.2% growth vs. 2% for non-branded apples*.
- 2. Only Mott's® provides a comprehensive program.**
Build brand loyalty with the only brand to offer a complete line of apples, pears and value added products.
- 3. Mott's® merchandising maximizes sales.**
Drive business and sales to your bottom line with category strategies designed for your unique customer base.

FOR GROWING APPLE SALES, MOTT'S® IS THE CRYSTAL CLEAR CHOICE.

Contact Terry Schreifele today to get started.
terry.schreifele@robinsonfresh.com or call 952-683-5697



*SOURCE: Freshlook (RI, WI) 12/28/11

STAY CONNECTED:

Forward this email

Self unsubscribe

This email was sent to info@thezimmermangroup.com by info@thezimmermangroup.com | [Update Profile/Email Address](#) | [Rapid removal with Safe Unsubscribe™](#) | [Privacy Policy](#)



SunButter® News Spread

Did you know nearly 60% of parents needed to field parents or 7 With an increase in parent allergies and their own allergies, many parents are turning to SunButter as a safe and healthy alternative to peanut butter. SunButter has responded to this issue of Week-Updated with great resources and ideas along with delicious recipes for school lunches, convenience snacks to show your lunch to "peanut free and school safe" and on our new, Carbs Go Single Cups, great snack to school home! Always. Like from Blogger Kelsey McBurn and more. Happy school year!

NEW On the Go Single Cups at Target stores

SunButter On the Go Single Cups are a perfect for on-the-go! They're portable, easy to eat, and they're healthy. Take part in our SunButter On the Go Single Cups Sweepstakes now. Prizes include a \$1,000 target giftcard by finding a winning code. It's that easy!



#SunButterSnackContest
Win a \$1,000 target giftcard by sharing your favorite SunButter recipe on social media. Details here.



*Made with SunButter®
Download and print our SunButter Made with SunButter recipe book. Details here.



Back-to-School Friend Baggy
Get helpful insights on making your friend baggy. Details here.



School Safe Recipe Book
Download the SunButter School Safe Recipe Book. Details here.



40,000 Facebook Fans!
Celebrate SunButter's 40,000 Facebook fans. Details here.



5 Allergy Friendly Sandwiches
Discover 5 allergy friendly sandwich recipes. Details here.

Do you know?

SunButter is not only a great alternative to peanut butter, it's also naturally superior to peanut butter! One serving of SunButter provides the same amount of protein as peanut butter (7g) and the same amount of fat (10g) but with 1/2 the sugar (3g). SunButter is also a good source of Vitamin E and B6.

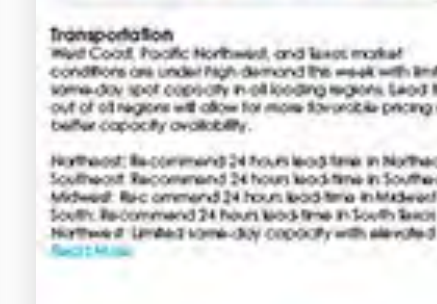


Meet SunButter at FARE walks and QAF Expos
SunButter is your go-to for peanut butter alternatives. Meet us at FARE walks and QAF Expos. Details here.

*SunButter National Online Survey October 2011, The Zimmerman Group



This Week's Fresh Update



Contact Us: 855-330-0014 solutions@robinsonfresh.com
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VIDEOGRAPHY

Produced video for Robinson Fresh highlighting their new baby vegetables line for use at Trade shows.

Have also produced videos for Faribault Foods, Land O' Lakes, and SunButter.

Click on image to view video in browser window



TRADE SHOW BOOTHS & BANNERS

Created 30' x 40' Trade Show display for Green Giant Fresh Potatoes. Display featured a 30' wooden arbor, rotating backlit cube suspended from the ceiling, kitchen with running water and three microwaves, product store bin displays, video kiosks, POS product shippers, and literature racks.



TRADE SHOW BOOTHS & BANNERS CONTINUED

Trade Show Booths and Stand Up Banners – design through final print-ready art.



20' x 10' Booth



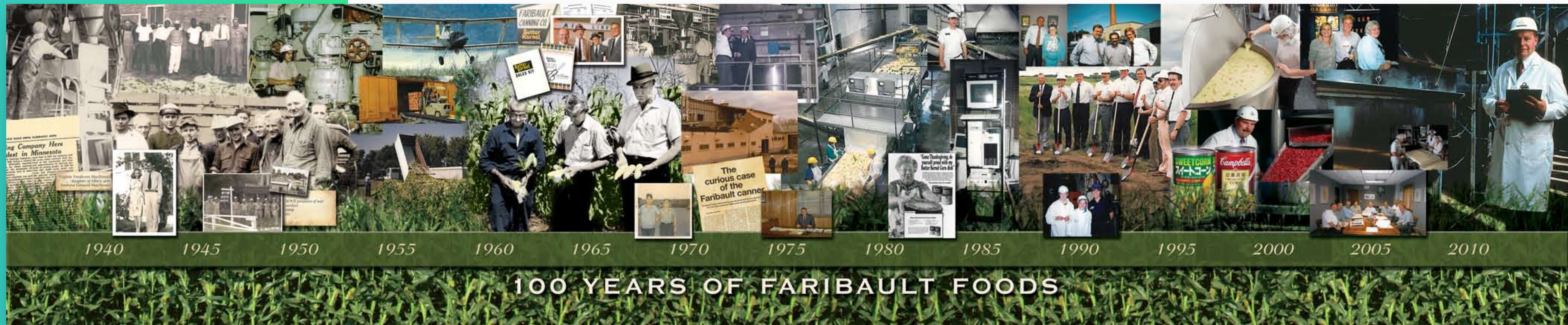
30' x 10' Booth with private room and rotating pillar.



Oversize Banner Stand

HISTORY MURALS

Wall-size murals, dye-sub printed on fabric and installed at Faribault Foods corporate office in Faribault, MN.





TZG

We would welcome the opportunity to discuss how TZG could be a project or agency resource for you.

With our capabilities and experience, we can provide effective and efficient solutions with quick turnaround.

Thanks for your consideration.

For more information contact

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www.TheZimmermanGroup.com

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