McLANE®

Better Case Bakery

The Ultimate On the Go Bakery Program

Get the ideal assortment of donuts, cookies and pastries from Better Case Bakery, McLane's new bakery program for convenience retailers of any size. From fully finished donuts and premium chunky cookies to muffins, apple fritters and more, McLane's Better Case Bakery has all the right offerings for your bakery needs.

83% of consumers love or like donuts

+52% sales lift when bakery case was full vs partially full

MORE THAN 50% of all c-store foodservice visits are for breakfast or snack occasions

Easy to Merchandise and Sell

Capture afternoon snack sales with our midday cookie case conversion

Use your existing bakery case!

Take the guesswork out of your bakery program with Better Case Bakery. Choose our curated collection of top selling and high quality products to satisfy your customers all day long, from morning treat to afternoon snack.

Simply Thaw & Serve

- Fully finished and decorated – easy to execute for any bakery case
- Extended shelf life
    - Stays fresh longer, reducing waste
    - Superior eating experience

Description	McLane UIN	Case Pack	Unit Size	Suggested Retail	Retail Margin	Frozen Shelf Life	Ambient Shelf Life
Glazed Yeast Ring Donut	262501	36	6/6 ct	$ 1.49	53%	12 Months	1 day
Chocolate Iced Yeast Ring Donut	402081	36	6/6 ct	$ 1.49	53%	12 Months	1 day
Glazed Old Fashioned Ring Donut	262543	36	6/6 ct	$ 1.49	53%	12 Months	1 day
White Glazed Sprinkled Donut	954337	24	3.2 oz	$ 1.99	50%	12 Months	1 day
Chocolate Glazed Sprinkle Donut	947657	24	3.2 oz	$ 1.99	50%	12 Months	1 day
Chocolate Chunk Chip Cookie	823827	48	3 oz	$ 1.99	55%	18 Months	2 days
Candy Cookie	813987	48	3 oz	$ 1.99	55%	18 Months	2 days
White Chocolate Macadamia Nut Cookie	814007	48	3 oz	$ 1.99	55%	18 Months	2 days
Peanut Butter Cookie	813997	48	3 oz	$ 1.99	55%	18 Months	2 days
Apple Fritter	752347	24	4.3 oz	$ 2.49	53%	12 Months	2 days
Blueberry Crumb Yogurt Tulip Muffin	178806	12	5.8 oz	$ 2.49	53%	6 Months	2 days
Chocolate Chip Yogurt Tulip Muffin	197442	12	5.8 oz	$ 2.49	53%	6 Months	2 days
Marble Crunch Yogurt Tulip Muffin	570557	12	5.8 oz	$ 2.49	53%	6 Months	2 days
Gourmet Brownie	466407	24	5.8 oz	$ 2.49	50%	6 Months	2 days
Cinnamon Roll	940999	12	4.5 oz	$ 2.49	46%	6 Months	2 days
White Iced Raspberry filled shell donut	170617	24	4/6 ct	$ 2.49	40%	12 Months	1 day
Long John Chocolate Iced - Custard filled White Icing	170637	24	4.7 oz	$ 2.49	47%	12 Months	1 day
Long John White Iced - Creme filled with Chocolate Sprinkles	170627	24	4.9 oz	$ 2.49	47%	12 Months	1 day
Old Fashioned Donut Holes	237024	12	5 oz	$ 3.49	54%	18 Months	14 days
Blueberry Donut Holes	236877	12	5 oz	$ 3.49	54%	18 Months	14 days
Chocolate Donut Holes	237107	12	5 oz	$ 3.49	54%	18 Months	14 days
Cake Pops - Birthday Cake	982187	18	1.34 oz	$ 2.79	54%	12 Months	10 days
Cake Pops - Chocolate	982177	18	1.34 oz	$ 2.79	54%	12 Months	10 days
Cake Pops - Cookies & Cream	982197	18	1.34 oz	$ 2.79	54%	12 Months	10 days
Divinely Sweet Choc Chip Mini Cookies	948387	12	3.5 oz	$ 3.49	45%	12 Months	12 Months
Divinely Sweet Lemon Mini Cookies	948487	12	3.5 oz	$ 3.49	45%	12 Months	12 Months
Divinely Sweet Birthday Cake Mini Cookies	948507	12	3.5 oz	$ 3.49	45%	12 Months	12 Months
Divinely Sweet Salted Caramel Mini Cookies	948517	12	3.5 oz	$ 3.49	45%	12 Months	12 Months

Doughnut miss out on our Pastry & Cookie Collection!

Reach out to your sales contact to find out more

Merchandisers and smallwares available at

mclane.fcipros.com