

Labor Savings: Senior Living



93%

of operators agree that good employees are essential to success in this business

We know labor drives the foodservice experience and is key to success.

But, staffing issues are a real problem in the industry, and even more so for Healthcare operators.

We are here to provide support, because we believe it is our responsibility to help make BOH operations as Krusteaz-y as possible.

Source: Datassential Keynote: Labor November 2024

When it comes to labor issues, streamlining BOH operations with the right packaging can make a huge difference – making meal prep a snap!

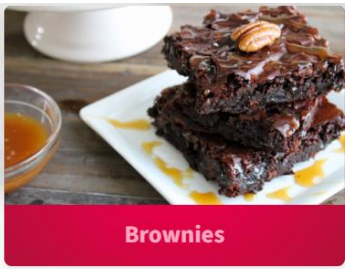
So, we offer a wide range of formats to help kitchen staff easily create dishes that will WOW their residents.

- Bag in a box
- Paper bags
- Bulk cases
- Bulk bags
- Resealable, Stand-up pouches
- Ready to Bake Batter

✓ *English & Spanish instructions*


Pancakes & Waffles


Ready to Bake Batters


Brownies


Muffins

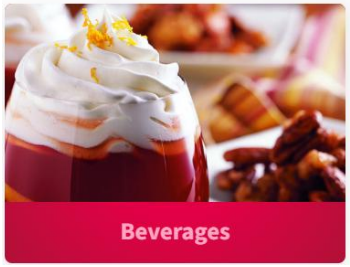

Cakes & Icings


Biscuits & Cornbread


Batters & Breaders


Cookies & Pie Crust


Donuts


Beverages


Novelty


Dietary & Lifestyle



Our 4 most popular mixes now come in stand-up RESEALABLE POUCHES:



- Buttermilk Pancake
- Sweet Cream Pancake
- Pancake & Waffle
- Belgian Waffle

Our NEW easy open, easy close pouches with press & lock closure allow operators to use what they need, reseal the rest

- A **game-changer** to drive **efficiency**
- Hermetically sealed for freshness
- Strong moisture barrier
- Same great taste, same 5-lb pack size

Modern CONVENIENCE for Today's Operator

Krusteaz Professional Ready to Bake Batters make baking so bag-to-pan easy!



DO MORE WITH ONE POUR.

You simply POUR. BAKE. AMAZE!™

- No mixing, No measuring
- Baking experience not required
- Minimal training
- Holds inclusions and fillings well
- 8-10 month refrigerated shelf life
- No preservatives
- Up to 5-day ambient storage, when baked and wrapped – which means staff can bake ahead, saving time



Chocolate Chip Fudge Brownie

BROWNIE:
1. High caliber chocolate batter
2. Chocolate chips in the batter
3. Perfect paper top



Sweet Cream Vanilla Cake•Muffin



Cinnamon Spice Cake•Muffin



Chocolate Cake•Muffin

CAKES/CUPCAKES:
1. Moist, tender cake
2. Cuts cleanly
3. Bakery quality

MUFFINS:
1. Great height & crowns
2. Holds inclusions, fillings well
3. Makes muffins and cupcakes



Honey Cornbread

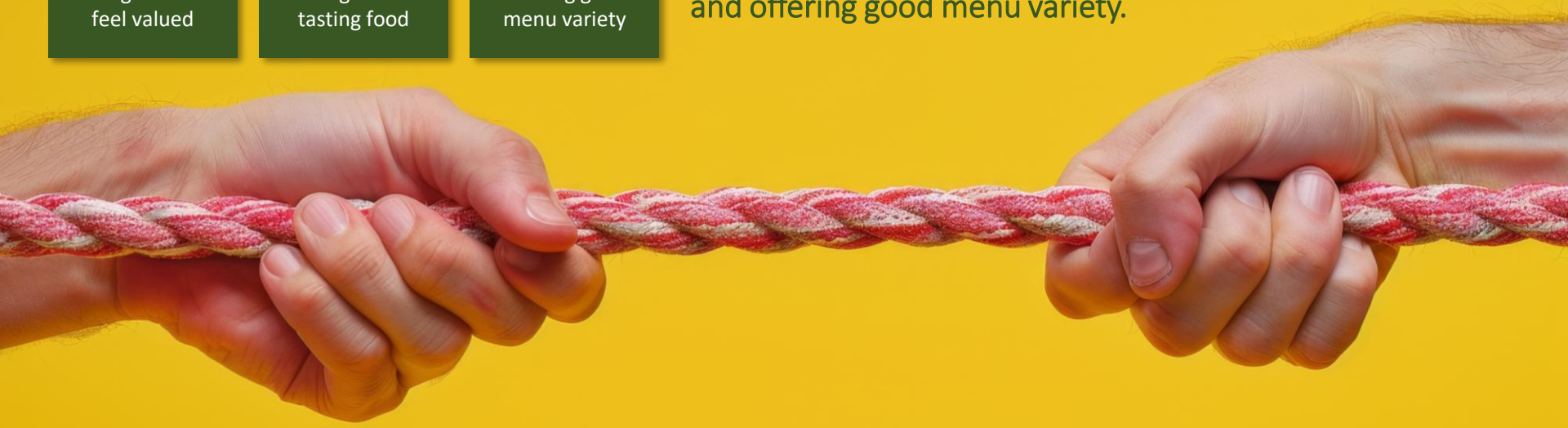
HONEY CORNBREAD:
1. Beautiful caramelization
2. Crumbly, cornmeal texture
3. Sweet corn flavor, hint of vanilla

Labor issues can make Senior Living operators feel like they are being pulled in two different directions

TOP PRIORITIES[1]

99%	95%	89%
making residents feel valued	offering the best tasting food	offering good menu variety

On one hand, senior living operators put a lot of importance on their residents' experiences, like connecting with residents, serving delicious food, and offering good menu variety.



But on the other hand, they are experiencing business challenges around labor as never before. Retaining employees, managing labor costs and improving employee training makes it difficult to achieve their top priorities.

TOP BUSINESS CHALLENGES[2]

89%	81%	78%
employee retention	managing labor costs	improving employee training

Sources: 1) Datassential Keynote: Healthcare October 2023
2) Datassential PULSE Market Overview_ Senior Living 2024

5 SUCCESSFUL BOH STRATEGIES TO GET AHEAD OF LABOR ISSUES

95% training materials beyond English i.e. ***Spanish***

95% ***cross-trained*** BOH staff at different stations

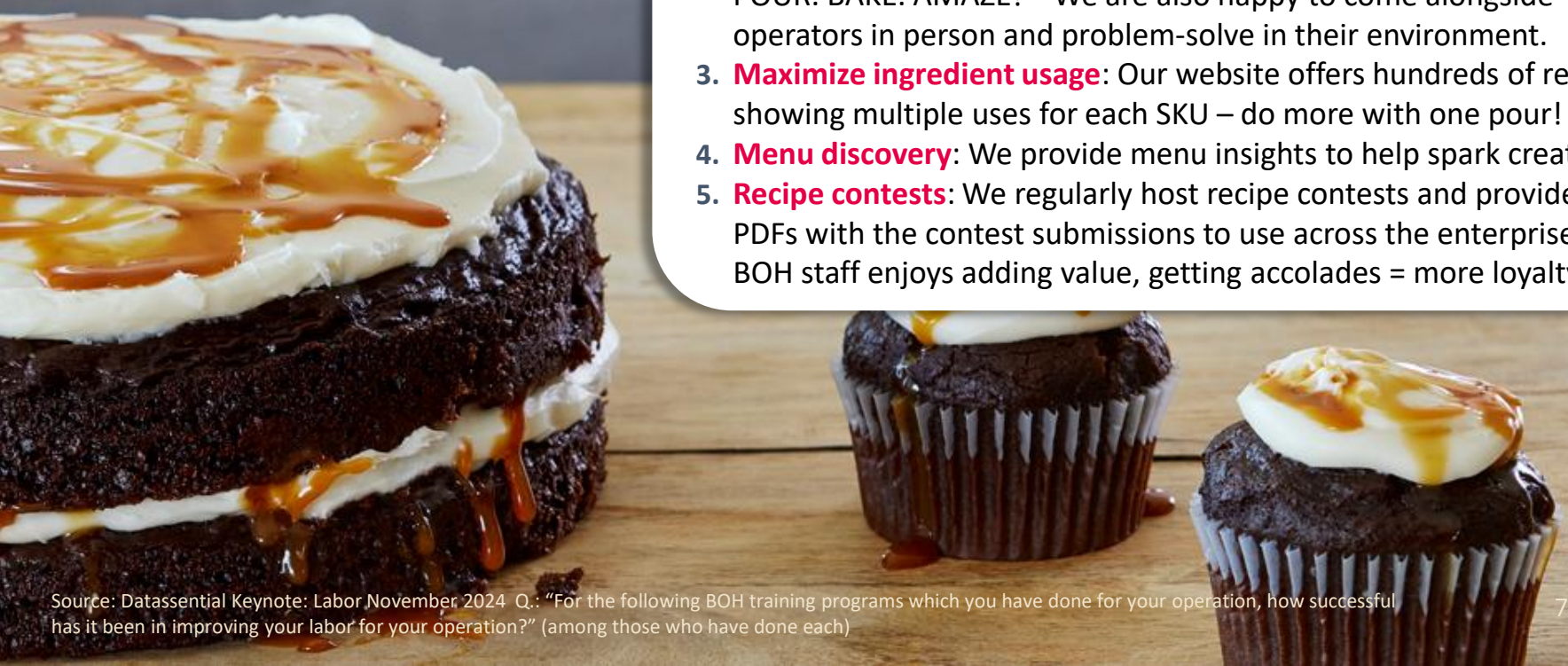
91% focus staff on ***maximizing ingredient usage***

89% FOH and BOH staff ***menu discovery*** sessions

83% launch new dish / ***recipe contests*** with BOH staff

Krusteaz Professional makes it Krusteaz-y:

1. **Spanish**: Yes! We offer baking instructions in English and Spanish.
2. **Training**: Our Ready to Bake Batters require minimal training, just POUR. BAKE. AMAZE!™ We are also happy to come alongside operators in person and problem-solve in their environment.
3. **Maximize ingredient usage**: Our website offers hundreds of recipes showing multiple uses for each SKU – do more with one pour!
4. **Menu discovery**: We provide menu insights to help spark creativity.
5. **Recipe contests**: We regularly host recipe contests and provide recipe PDFs with the contest submissions to use across the enterprise. BOH staff enjoys adding value, getting accolades = more loyalty.



Source: Datassential Keynote: Labor November 2024 Q.: "For the following BOH training programs which you have done for your operation, how successful has it been in improving your labor for your operation?" (among those who have done each)

1/3 of Seniors characterize themselves as "food explorers" looking for adventure in new tastes and flavors; Our Ready to Bake Honey Cornbread Batter provides tons of versatility, exceptional time savings, and Krusteaz-y execution for kitchen staff.

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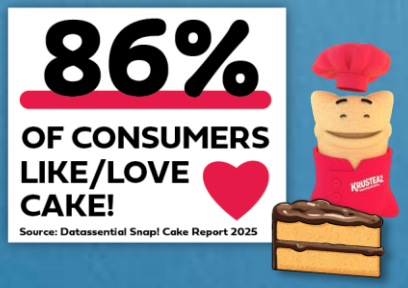
Click for Recipes



77%
OF CONSUMERS LIKE/LOVE CORNBREAD!
Source: Datassential Snap! Cornbread Report 2025

Top paired flavors:
- ✓ Cheddar (63%)
- ✓ Honey Butter (35%)
- ✓ Pork (27%)
- ✓ Chicken (24%)

Sources: Datassential Shifting Preferences, Foods and Generations June 2023 | Datassential Snap! Report: Cornbread 2025



Source: Datassential Snap! Report: Cake & Cupcake 2025

- Cake is the #1 dessert on menus
- Top 3 cake/cupcake flavors:
  - ✓ Chocolate (64%)
  - ✓ Carrot (23%)
  - ✓ Vanilla (22%)
- It's so Krusteaz-y to bake show-stopping cakes, cupcakes, and muffins in no time using Krusteaz Professional® Ready to Bake Batter. Or choose Krusteaz Professional® dry mix – the #1 recommended baking mixes in foodservice*

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Click for Recipes

*Source: Datassential Brand Study 2023

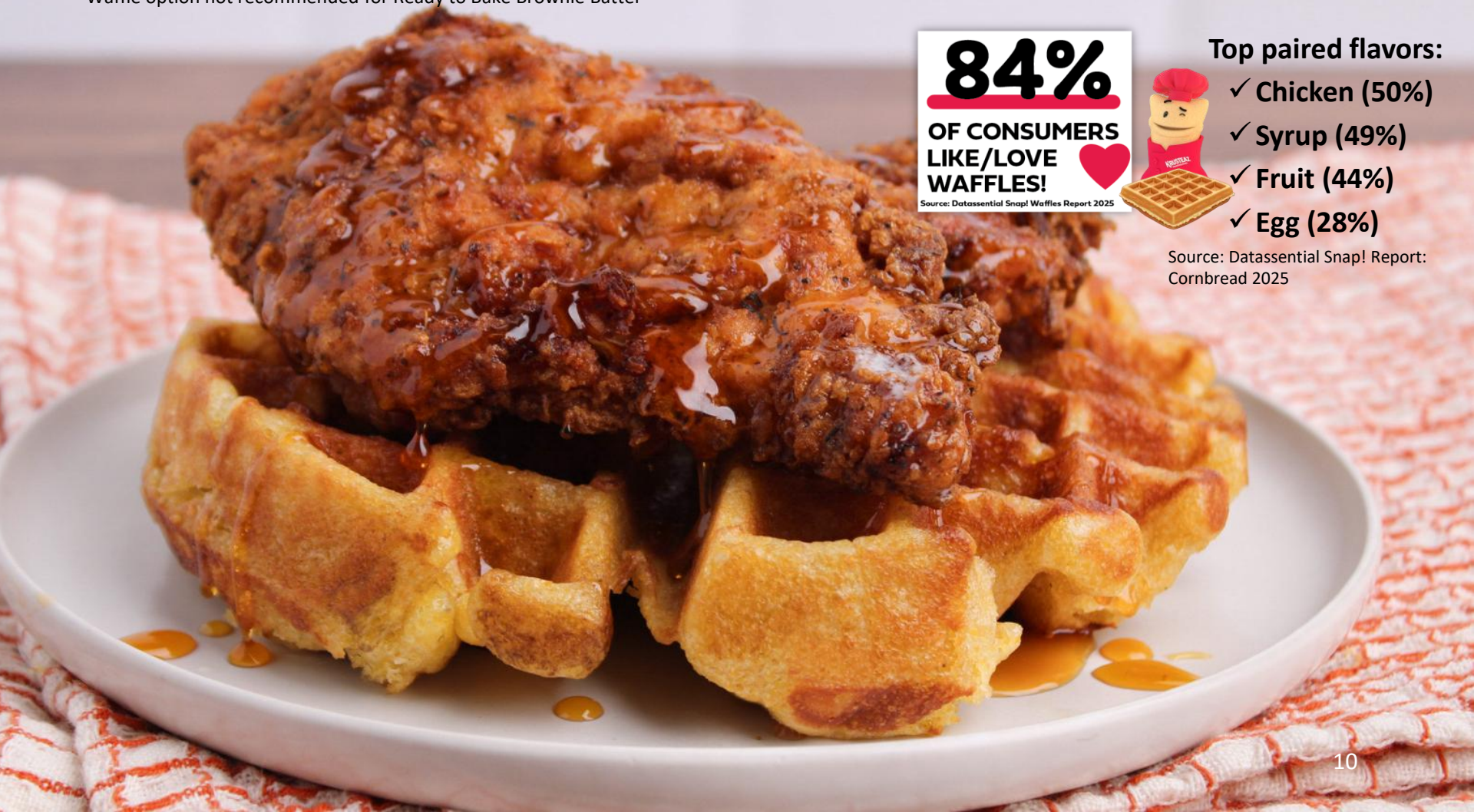
We offer multiple ways to make waffles so Senior Living operators can choose the right solution for their operation:

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Click for Recipes

- **Belgian Waffle Mix (just add water)**
- **Buttermilk Pancake & Waffle Mix (just add water)**
- **Buttermilk Pancake Mix (add water, oil, egg)**
- **Sweet Cream Pancake Mix (add water, oil, egg)**
- **Ready to Bake Cake | Muffin | Honey Cornbread Batters* (pour/scoop batter directly onto waffle maker)**

*Waffle option not recommended for Ready to Bake Brownie Batter

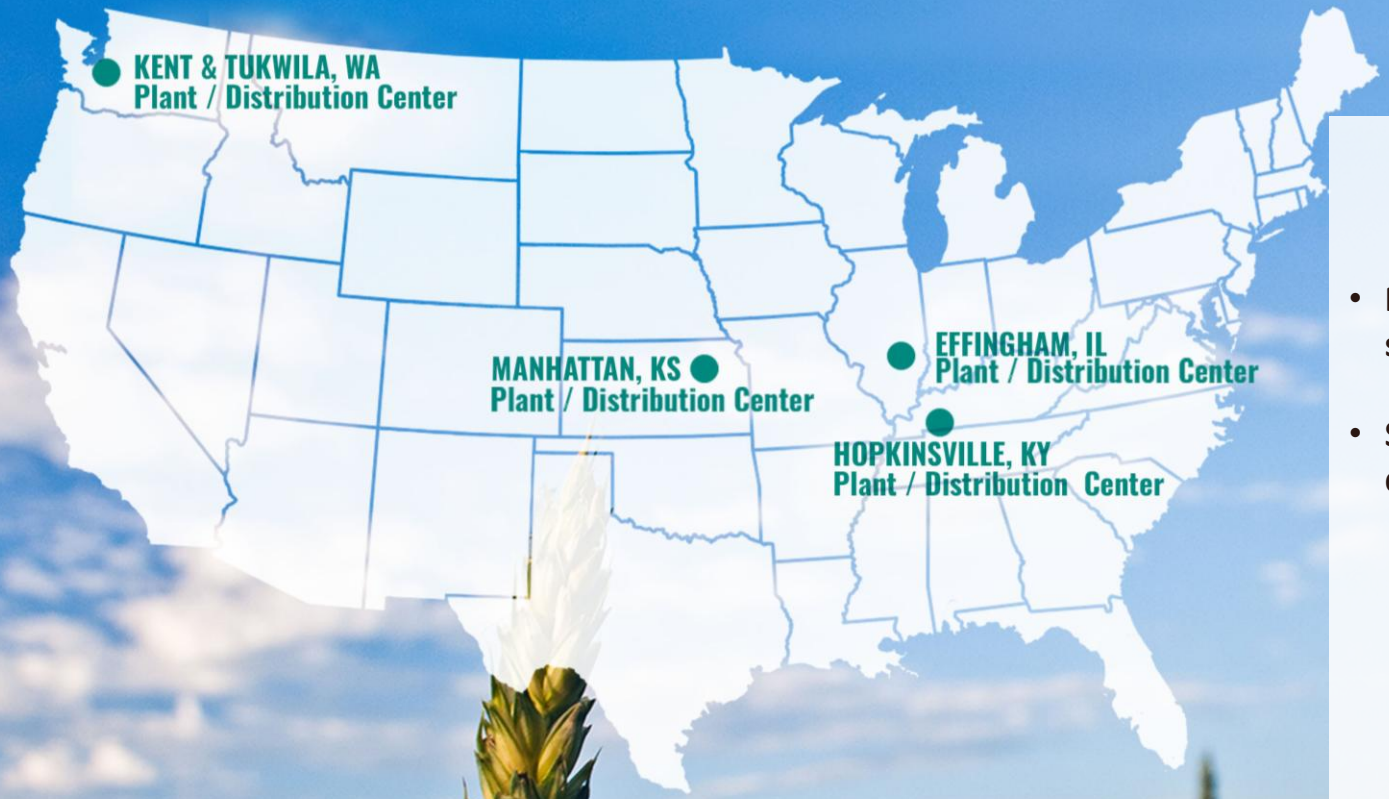


Top paired flavors:

- ✓ **Chicken (50%)**
- ✓ **Syrup (49%)**
- ✓ **Fruit (44%)**
- ✓ **Egg (28%)**

Source: Datassential Snap! Report: Cornbread 2025

Nationwide support



KRUSTEAZ PROFESSIONAL

- Multi-plant manufacturing, safe & trusted supply chain
- Stocked at all major broadline distributors:
  - Sysco
  - US. Foods
  - Gordon
  - PFG/Reinhart
  - Ben E. Keith
  - DOT
- Each of our items receive VDA pricing

BRC GLOBAL STANDARDS AA CERTIFIED

AA is the top grade and goes to only the top 10% worldwide; All Krusteaz manufacturing facilities receive AA rating

Samples

KRUSTEAZ PROFESSIONAL Ready to Bake Batters

2 samples, 1 bag each



Cake•Muffin Batters

The only batter you need for cakes, cupcakes and muffins.

Sweet Cream Vanilla
Chocolate
Cinnamon Spice



Brownie Batter

Rich & fudgy! Bake into any size pan. Add custom stir-ins.

Chocolate Chip Fudge Brownie



NEW Honey Cornbread•Muffin Batter

Great for savory and sweet applications!

Honey Cornbread

NEW! PRESS & LOCK PACKAGING

1 sample / 1 variety



Buttermilk Pancake



Sweet Cream Pancake



Pancake & Waffle



Belgian Waffle

- Scan the dedicated QR Code, fill out the form with your name/contact information to receive your samples
  - NAE
  - Operator

Note: We primarily ship sample orders on Monday and Tuesday for 2-day delivery.


THANK YOU!
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