

advertising



# FROZEN BREAD & ROLL HANDBOOK



## Since 1958

Thank you to all of our partners and friends for helping us bring Rhodes into homes across America since 1958.



Kenny Farnsworth is the President of Rhodes Bake-N-Serv, a family owned frozen bread and rolls manufacturer. As a boy, Kenny worked with his father, Ken Farnsworth Jr., at the family's food brokerage. When he turned 16, he had a retail route and continued to work in the brokerage business through high school and college. Kenny has had various responsibilities with Rhodes over the years from computer networking to overseeing plant operations.

A note from Kenny on the history of Rhodes:

Upon first meeting me, people often ask if my last name is Rhodes. I explain that it is not, but that my family now owns the Rhodes business. I am usually then asked if there really ever was a Mr. Rhodes. Yes, there was a Mr. Rhodes, and he was a great man. Herbert Cecil Rhodes founded Rhodes Bake-N-Serv in 1958. He was a man with high standards and personal principles. For example, Mr. Rhodes was a strict vegetarian. He did not allow any preservatives to be added to Rhodes White Bread Dough or White Roll Dough. The flour he selected also had to be of the highest quality, unbleached, and have a high-protein content.

We continue to use Mr. Rhodes recipes with only minor changes. The flour used is still unbleached, high-protein and of the finest quality. Because he was an ingenious inventor and entrepreneur, I think Mr. Rhodes would enjoy many of the innovative products that Rhodes has developed. Above all, I think Mr. Rhodes would be most impressed to know that a loaf of Rhodes White Bread baked today is virtually identical to the delicious loaf he developed years ago. It is an honor and privilege to extend the legacy of a good man.

We may not have a person at our company with the last name of Rhodes, but we honor his name in our products, service, and all that we do.

A handwritten signature in black ink, appearing to read "Kenny". The signature is stylized with a long, sweeping underline that loops back up to cross the top of the name.

# Rhodes Bake-N-Serv™ through the years



1958 - Herbert Cecil Rhodes founded Rhodes Bake-N-Serv with the single item of frozen bread dough. Early on, Rhodes adopted the "No-Fault Guarantee" and still follows the statement today.



1962 - Ken Sr. and Ethel Farnsworth introduce Rhodes to Idaho.

1963 - Ken Jr. & Zoe Farnsworth introduce Rhodes to Utah.

1967 - A three-loaf package of Rhodes Bread cost 69¢.



1970 - Ken Sr. helps develop and successfully introduce Dinner Rolls.

1975 - Ken Jr. becomes a partner of Champion Bake-N-Serv.

1977 - Rhodes invents bread dough baked in its own package.



1980 - Herbert Rhodes passes away at age 84.

1986 - Champion Bake-N-Serv acquires Eddie's Bake-N-Serv, Kansas, Oklahoma, Texas and New Mexico from Larry and Eunice Jensen.

EST. 1958

1960s

1970s

1980s

1990 - Kenny Farnsworth, Rhodes' President, joins the company full time.

1990 - Ken Farnsworth, Jr. unites the two remaining franchises with corporate headquarters in Salt Lake City, Utah and plants in Wisconsin and Idaho.

1991 - Rhodes Introduces Cinnamon Rolls.

1999 - The Freezer-to-Oven AnyTime!® Rolls are introduced.



2000 - Rhodes completes new corporate offices in Murray, UT.

2005 - Rhodes adds distribution center to Wisconsin Plant.

2008 - Warm-N-Serv Rolls join the line of Rhodes products: innovative par-baked rolls that bake in minutes.



2013 - All production moves to the Wisconsin Plant.

2015 - Rhodes expands it's offices at the Wisconsin Plant.

2016 - Rhodes begins a cultural shift, using Arbinger principles.

2016 - High Fructose Corn Syrup and Genetically Engineered Ingredients are removed from the majority of Rhodes products.



Rooted in tradition while innovating for the times, Rhodes Bake-N-Serv® plans on continuing to bring people together around the table with delicious and high quality frozen bread and rolls.



1990s

2000s

2010s

The Future

# Stocking & Merchandising

## ONE Door Example Preferred Item placement

### **Stock Rhodes first, it thaws quickly.**

Keep all Rhodes products at 0°F or colder at all times. Stocking in a door is important to maintain product quality. Never leave it out of the freezer while on break.

### **Always check dates for freshness.**

Move items with closest codes to the front. Remove damaged or outdated product from the shelf.

### **Due to sugar content, sweet goods should NOT be on the top shelf because they thaw more easily.**

Double check all sweet goods, they have a shorter shelf life than traditional rolls and bread.

### **Line-priced items should be grouped together.**

Maintain color breaks where possible.

### **Extra facings of top selling items to reduce out-of-stocks.**

### **Bread and club packs on bottom shelf due to weight.**



Rhodes' promise is  
**complete satisfaction.**

# Stocking & Merchandising

TWO Door Example  
Preferred Item placement



If for any reason our product does not meet expectations, we will send you a coupon of equivalent value and make every effort to correct the problem in the future.

Contact us at: [rhodesbakenserv.com/contact](https://rhodesbakenserv.com/contact)  
[customersatisfaction@rhodesbread.com](mailto:customersatisfaction@rhodesbread.com)  
1-800-876-7333

We can also answer questions about baking or check on availability of products in your area.



# Thaw, Rise & Bake™

## Roll Dough

*Shelf life: 9 months*  
 Yeast doughs that offer consumers  
 made-from-scratch quality.



Thaw



Rise 3-5 hours



Bake 15-20 minutes



**Dinner Rolls**  
**6 or 12/36 count**  
 1.3 oz rolls



**Dinner Rolls**  
**3/72 count**  
 1.3 oz rolls



**Texas Rolls**  
**6/24 count**  
 2.0 oz rolls



**Gourmet Dinner Rolls**  
**4/60 count**  
 2.0 oz rolls



# Thaw, Rise & Bake™

## Bread Dough

*Shelf life: 9 months*

*Yeast doughs that offer consumers made-from-scratch quality.*



Thaw



Rise 3-5 hours



Bake 20-25 minutes



**White Bread**  
6/3 loaves  
1 lb loaves



**White Bread**  
6/5 loaves  
1 lb loaves



**Wheat Bread**  
6/3 loaves  
1.13 lb loaves



**Pizza Dough**  
6/3 loaves  
1 lb loaves



**Sweet Dough**  
6/3 loaves  
1 lb loaves



# Thaw, Rise & Bake™

## Sweet Roll Dough

*Shelf life: 8 months*

*Yeast doughs that offer consumers made-from-scratch quality.*



Thaw



Rise 3-5 hours



Bake 15-20 minutes



**Cinnamon Rolls**  
6/12 count  
2.5 oz rolls



**Giant Cinnamon Rolls**  
6/6 count  
5 oz rolls



**Orange Rolls**  
6/12 count  
2.5 oz rolls





# AnyTime!<sup>®</sup> ready in minutes

## Sweet Roll Dough

**Shelf life: 8 months**

Ready to bake frozen dough right from the freezer to the oven and on the table in about 30 minutes.



Place in oven frozen



Bake 30-35 minutes



**AnyTime!<sup>®</sup> Cinnamon Rolls**  
**6/6 count aluminum pan**

2.9 oz rolls



**AnyTime!<sup>®</sup> Sticky Buns**  
**6/6 count aluminum pan**

2.9 oz rolls



**AnyTime!<sup>®</sup> Orange Rolls**  
**6/6 count aluminum pan**

2.9 oz rolls



**AnyTime!<sup>®</sup> Cinnamon Rolls**

**6/9 count**

2.9 oz rolls



**AnyTime!<sup>®</sup> Cinnamon Rolls**

**4/30 count**

2.9 oz rolls







# Warm & Serve™

**Partially Baked Rolls**



**Shelf life: 12 months**

*Partially baked and frozen to provide a fresh baked, quality roll in just minutes. They can even be microwaved.*



Place in oven frozen



Bake 8-15 minutes



**Artisan French Rolls**

**6/6 count**

1.9 oz rolls



0 70022 00460 7



**Artisan French Rolls**

**6/12 count**

1.9 oz rolls



0 70022 00462 1



**Soft White Rolls**

**6/6 count**

1.9 oz rolls



0 70022 00470 6



**Soft White Rolls**

**6/12 count**

1.9 oz rolls

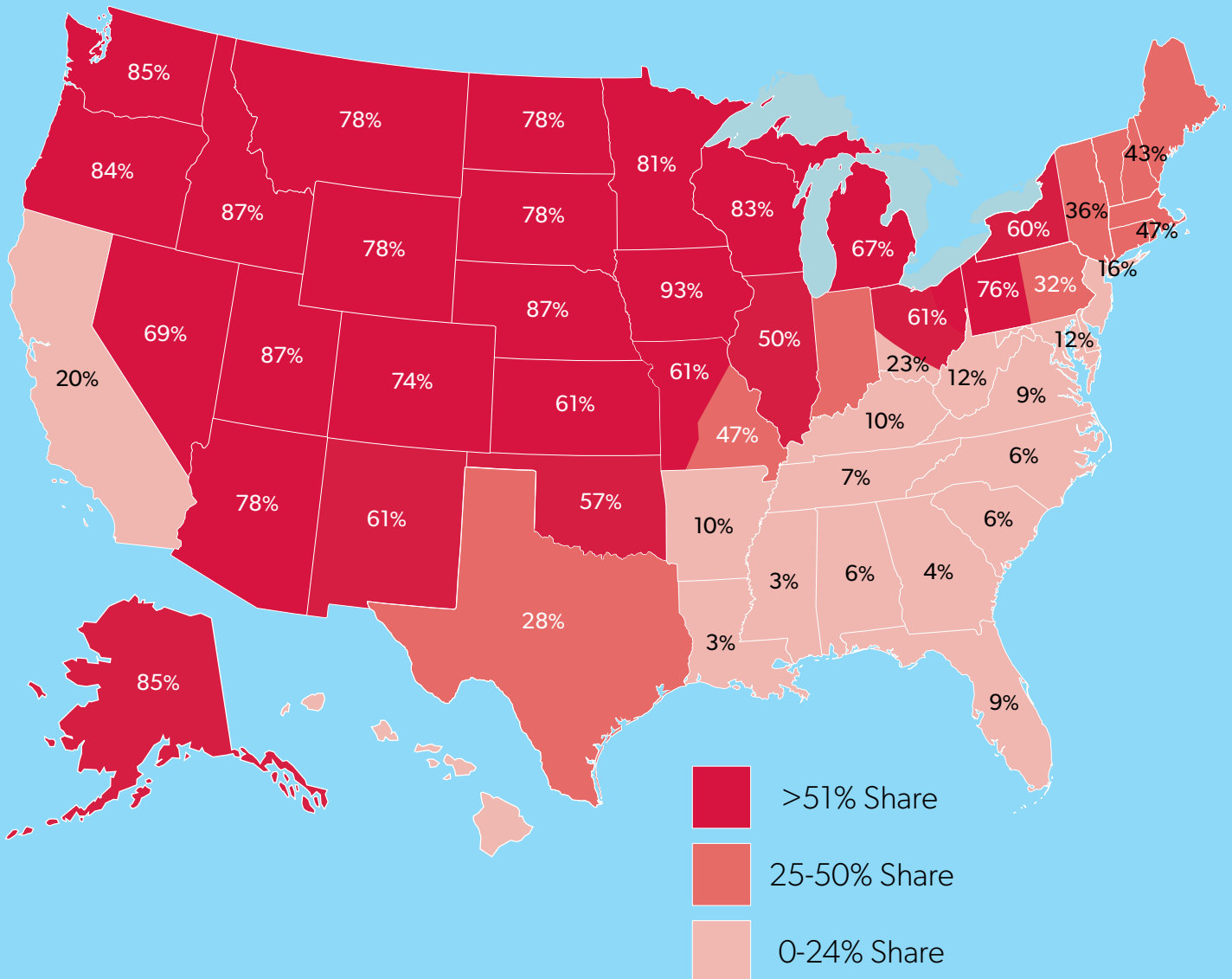


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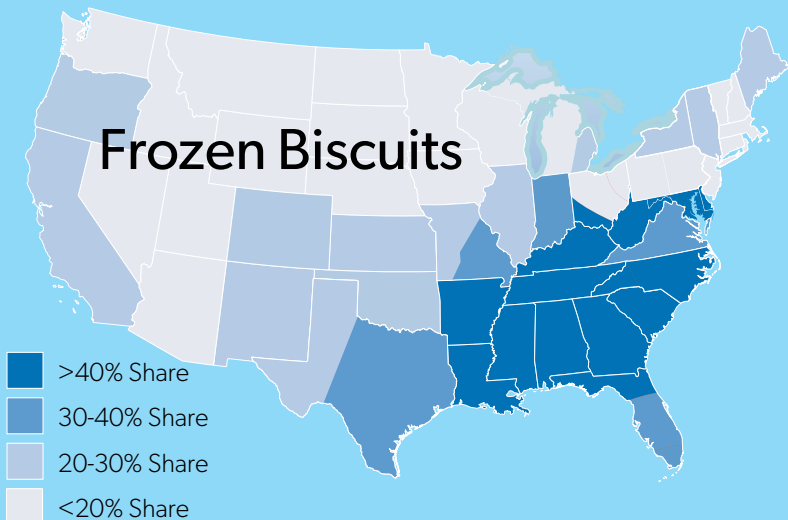
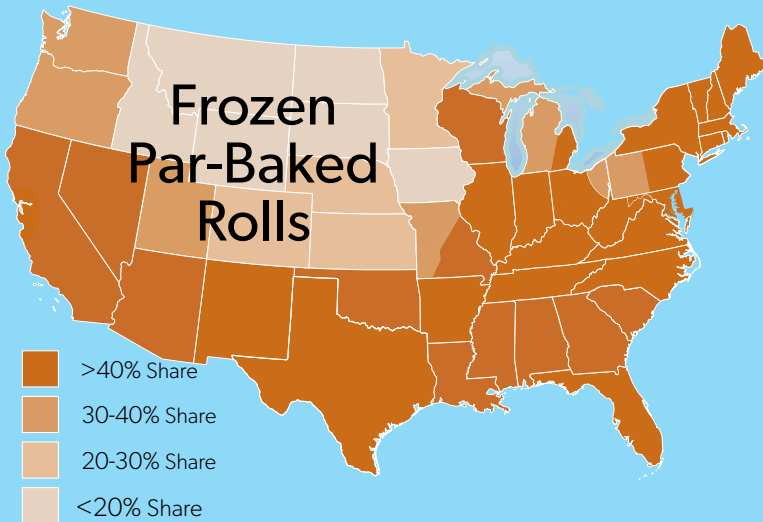
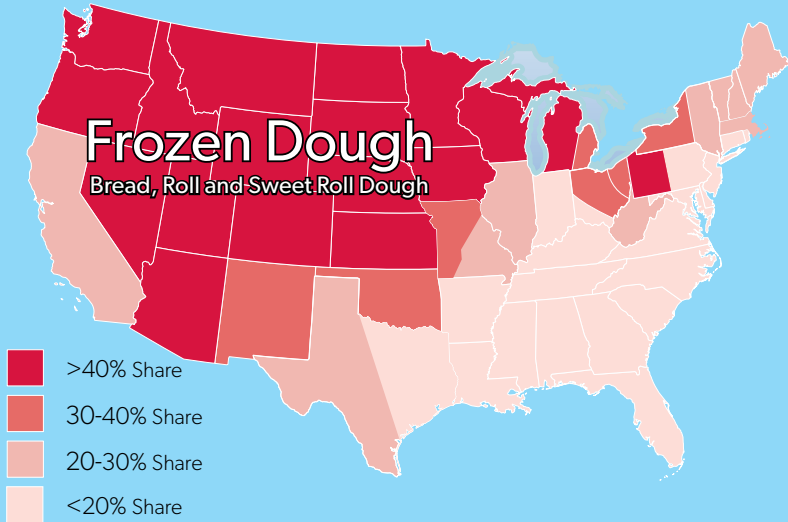
# Brand Share

Rhodes is a national brand, with national distribution, and a national following.



# Segment Share

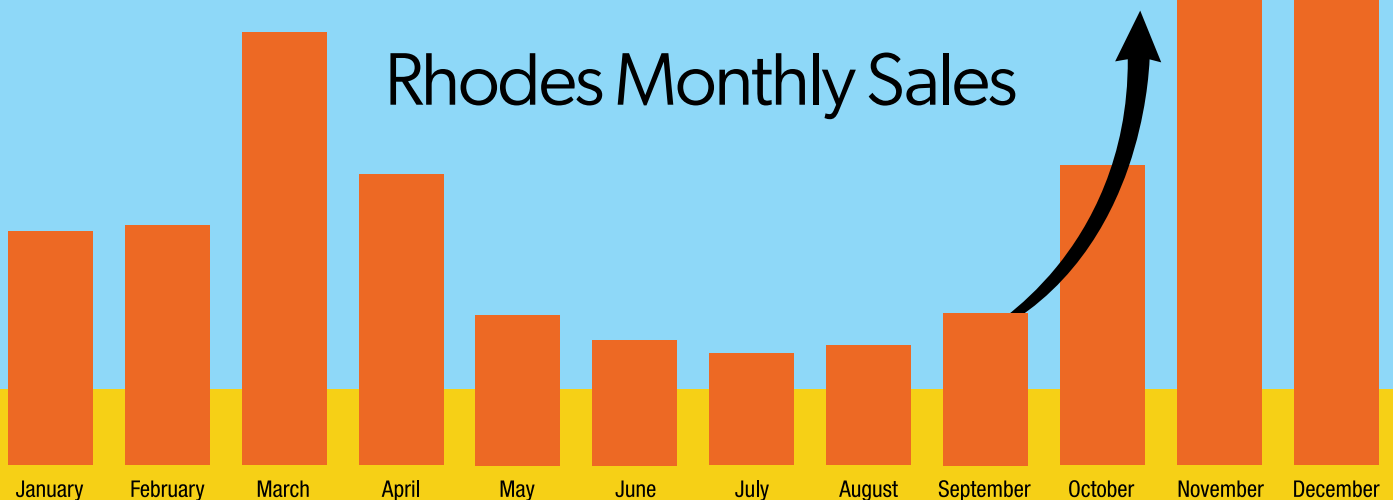
The proper allocation of shelf space needed for each category segment.



	Biscuit Share	Dough Share	Par-Baked Roll Share
Albany/Schenectady/Troy SMM xAOC	14%	21%	65%
Albuquerque/Santa FE SMM Food	20%	33%	46%
Atlanta SMM xAOC	50%	3%	47%
Austin SMM xAOC	34%	16%	51%
Baltimore SMM xAOC	26%	15%	60%
Baton Rouge SMM Food	49%	6%	45%
Birmingham/Anniston/Tuscaloosa SMM xAOC	53%	2%	45%
Boston/Manchester SMM xAOC	8%	14%	78%
Buffalo SMM xAOC	15%	38%	47%
Charlotte SMM xAOC	47%	5%	49%
Chicago SMM xAOC	22%	23%	55%
Cincinnati SMM xAOC	37%	14%	50%
Cleveland/Akron/Canton SMM xAOC	17%	37%	45%
Columbus OH SMM Food	18%	33%	49%
Dallas/Ft. Worth SMM xAOC	34%	15%	52%
Dayton SMM xAOC	32%	21%	47%
Des Moines/Ames SMM Food	10%	72%	18%
Denver SMM xAOC	17%	44%	40%
Detroit SMM xAOC	21%	30%	49%
Fresno/Visalia SMM xAOC	32%	30%	38%
Grand Rapids SMM xAOC	18%	44%	38%
Greensboro SMM xAOC	46%	5%	48%
Greenville/Spartanburg SMM xAOC	56%	3%	41%
Harrisburg/Lancaster SMM xAOC	17%	28%	55%
Hartford/New Haven SMM xAOC	11%	16%	73%
Houston SMM xAOC	36%	13%	51%
Indianapolis SMM xAOC	35%	16%	49%
Jacksonville SMM xAOC	43%	5%	52%
Kansas City SMM xAOC	29%	37%	34%
Knoxville SMM xAOC	48%	4%	48%
Las Vegas SMM xAOC	17%	42%	41%
Little Rock/Pine Bluff SMM Food	37%	9%	54%
Los Angeles SMM xAOC	23%	20%	58%
Louisville SMM xAOC	45%	5%	50%
Madison WI SMM Food	6%	63%	31%
Memphis SMM xAOC	47%	3%	50%
Miami/West Palm Beach SMM xAOC	20%	5%	75%
Milwaukee SMM xAOC	11%	42%	48%
Minneapolis/St. Paul SMM xAOC	7%	68%	25%
Mobile/Pensacola SMM xAOC	52%	4%	44%
Nashville SMM xAOC	48%	4%	48%
New Orleans SMM xAOC	58%	7%	36%
New York SMM xAOC	14%	10%	76%
Norfolk/Portsmouth/Newport News SMM xAOC	31%	10%	59%
Oklahoma City SMM Food	28%	31%	41%
Omaha SMM Food	10%	69%	21%
Orlando/Daytona Beach/Melbourne SMM xAOC	34%	9%	57%
Paducah KY/Cape Girardeau MO SMM Food	36%	16%	48%
Philadelphia SMM xAOC	16%	16%	68%
Phoenix/Prescott SMM xAOC	18%	45%	36%
Pittsburgh SMM xAOC	12%	55%	34%
Portland OR SMM xAOC	20%	46%	34%
Providence RI/New Bedford MA SMM xAOC	9%	19%	72%
Raleigh/Durham/Fayetteville SMM xAOC	39%	6%	55%
Richmond/Petersburg SMM Food	31%	12%	57%
Sacramento/Stockton/Modesto SMM xAOC	26%	26%	48%
Salt Lake City SMM xAOC	6%	74%	19%
San Antonio SMM xAOC	38%	15%	47%
San Diego SMM xAOC	18%	23%	59%
San Francisco/Oakland/San Jose SMM xAOC	15%	13%	72%
Seattle/Tacoma SMM xAOC	20%	43%	36%
St. Louis SMM xAOC	32%	25%	43%
Tampa/Ft. Myers SMM xAOC	35%	9%	55%
Tucson/Sierra Vista SMM Food	16%	42%	42%
Washington DC/Hagerstown SMM xAOC	25%	15%	60%
Yakima/Pasco/Richland/Kennewick SMM Food	20%	52%	28%

# STOCK & DISPLAY

## for the holidays



Rhodes sales soar during the holidays.