

# RETAIL PARTNER GUIDE



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3645B REYNOLDA ROAD, WINSTON SALEM, NC, 27106



# COMPANY HISTORY



Mrs. Pumpkin's started in 1985 as a family bakery in Winston Salem, NC. Over time it has grown into a multiuse kitchen, wholesale bakery, retail store, and USDA production facility. We are a local, independent, veteran owned business with a 36 year track record of providing excellent food and outstanding service throughout Central North Carolina.



- Cody & McFall, Owners  
- 336.924.9797

# MRS. PUMPKIN'S MISSION



Our mission at Mrs. Pumpkin's is to bring families together around the dinner table as they celebrate the special moments created by comforting food. We drive toward this mission every day by focusing on our core values:

## **Quality**

All of our dishes are made by hand in our North Carolina USDA inspected kitchen. Our recipes are designed by our experienced culinary team and tested to ensure they are both delicious and consistent. With an entirely in-house production process, we ensure only the highest quality ingredients go into each of our dishes, resulting in a suite of entrees, sides, and desserts that our customers will drive for miles to find.

## **Value**

Our large sides and entrees serve a family of 4-8 at a competitive retail price, allowing families to experience the quality of dining out at a fraction of the cost.

## **Partnership**

We take pride in being a partner our retailers want to work with. By providing exceptional quality dishes at a fair margin, flexible ordering quantities, in store branding, and an option to provide freezer space for our retail partners, we strive to ensure you are successful with the Mrs. Pumpkin's brand in your store.

# MRS. PUMPKIN'S MENU

## ENTREES



\*SEE PRICE LIST FOR FULL MENU



9" family size



5" individual

Moravian Chicken Pie - tender chicken combined with our homestyle gravy and hand made crust make this our top selling item. Available in family size 9" pies or individual 5" pies.



32 oz.



52 oz.

Baked Spaghetti - a classic dish infused with our homemade sauce make this a rich and savory meal you won't soon forget. Meat and vegetarian options. Available in 32 oz. (4 servings) or 52 oz. (8 servings).



White Chicken Chili - our gourmet chili recipe has just the right amount of spice, making it the perfect dish year round. Available in 1 qt.



# MRS. PUMPKIN'S MENU

## SIDES



\*SEE PRICE LIST FOR FULL MENU



Sweet Potato Casserole (V) - part vegetable, part dessert, this delicious side is sure to be a family favorite. Available in 26 oz.



Scalloped Potatoes (V) - these cheesy scalloped potatoes will make you rethink how any potato should taste. Available in 26 oz.



Green Bean Casserole (V) - perfectly topped with onion crisps, our green bean casserole is sure to bring everyone to the table. Available in 26 oz.

(V) = Vegetarian Dish

# MRS. PUMPKIN'S MENU

## VEGETARIAN DISHES



\*SEE PRICE LIST FOR FULL MENU



Vegetable Quiche (V) - breakfast made easy! The perfect blend of egg, vegetables, and cheese on a buttery, flaky crust. Available in 9".



Broccoli Casserole (V) - one of our most popular side dishes here at Mrs. Pumpkins! Our cheesy broccoli casserole has our mac and cheese almost beat for the liquid gold title. Available in 26 oz.

### Our full offering of Vegetarian items includes:

- Vegetable Quiche
- Spinach & Feta Quiche
- Vegetable Soup
- Baked Spaghetti w/ Vegetarian Sauce
- Green Bean Casserole
- Broccoli Casserole
- Sweet Potato Casserole
- Macaroni & Cheese
- Scalloped Potatoes
- Twice Baked Potatoes

(V) = Vegetarian Dish



# MRS. PUMPKIN'S MENU

## DESSERTS & BAKED GOODS



\*SEE PRICE LIST FOR FULL MENU



Buttermilk Pie - nothing says southern cooking like our handmade buttermilk pie. Light and silky smooth, this creamy custard-based pie makes for a delightful end to your next family meal. Available in 9".



Oatmeal Raisin Cookies - with crispy edges and a moist center, this raisin and cinnamon infused cookie is sure to be your new favorite comfort food. Available in a 6-pack.



Blueberry Muffins - made with fresh wild blueberries our blueberry muffin is sure to be a regular at your family's breakfast table. Available in a 6-pack.



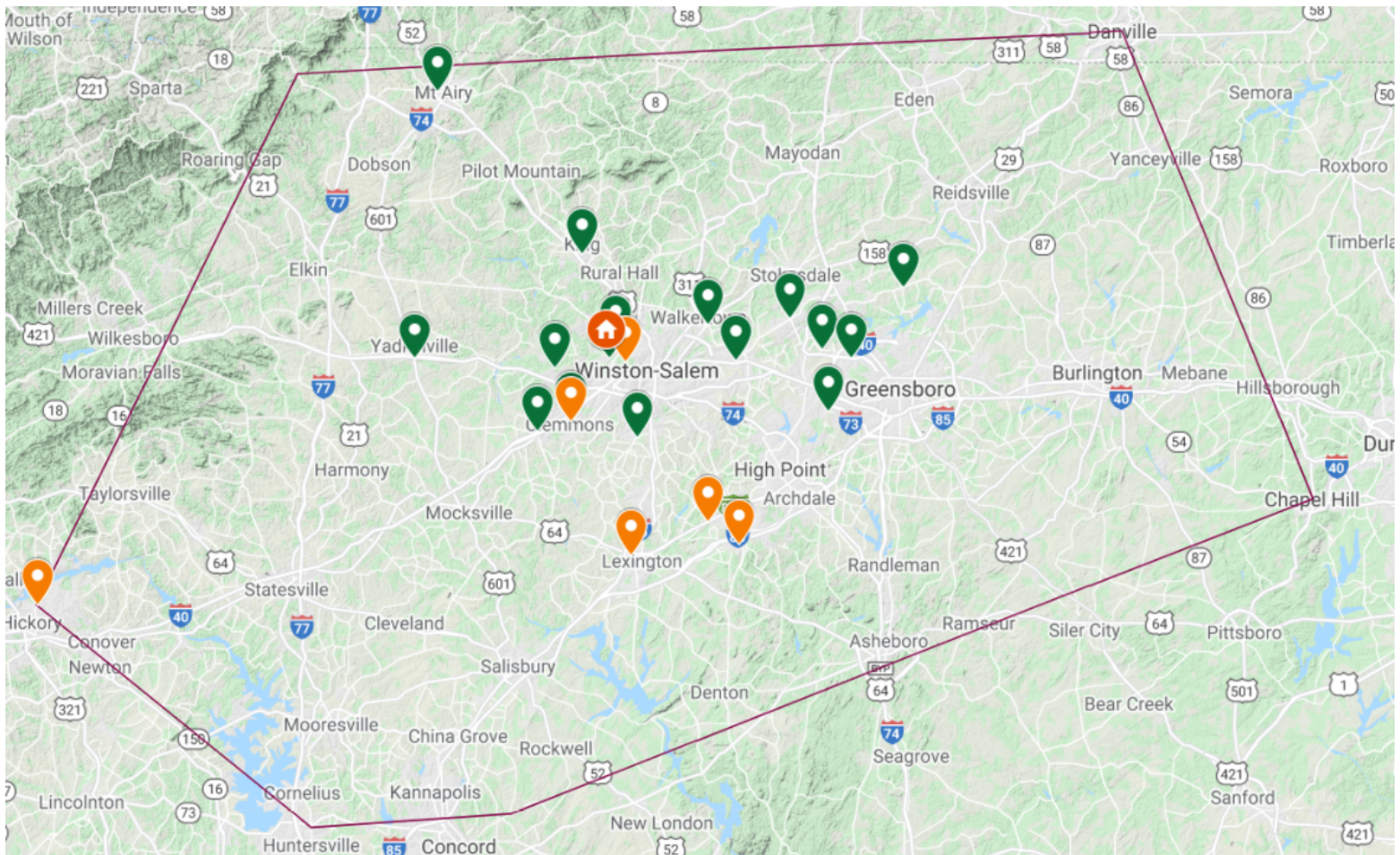
# GROWTH OPPORTUNITY



Mrs. Pumpkin's wholesale business currently includes 6 independent grocery stores as well as our retail store in Winston Salem. In late 2020, we also expanded to 16 Lowe's Foods stores.

In addition to our wholesale business, Mrs. Pumpkin's also has a fundraising business where we distribute to customers as far as 90 miles from Winston Salem. The purple line below shows the boundary of our fundraising business.

While our brand has a presence and awareness within this larger market, there is a significant opportunity for increased retail presence.





# PRICE LIST

## ENTREES & SIDES



	Item	Wholesale Price	Sugg. Retail
PIES	9" Moravian Pie	\$8.00	\$13.00
	5" Moravian Pie - 4 Pack	\$12.00	\$16.00
	5" Moravian Pie - 2 Pack	\$6.25	\$8.00
	9" Chicken Pot Pie	\$8.00	\$13.00
	5" Chicken Pot Pie - 4 Pack	\$12.00	\$16.00
	5" Chicken Pot Pie - 2 Pack	\$6.25	\$8.00
	9" Vegetable Quiche (V)	\$8.00	\$12.00
	9" Spinach & Mozzarella Quiche (V)	\$8.00	\$12.00
	9" Beef Pot Pie	\$9.50	\$13.00
	5" Beef Pot Pie - 2 pack	\$7.00	\$9.00
BROTH	Vegetable Soup, 32 oz. (V)	\$5.25	\$7.00
	Beef Bone Broth, 32oz.	\$6.00	\$10.00
	Chicken Bone Broth, 32oz.	\$6.00	\$10.00
SPAGHETTI	Baked Spaghetti w/ meatsauce, 52 oz.	\$8.00	\$13.00
	Baked Spaghetti w/ meatsauce, 32 oz.	\$7.00	\$9.75
	Baked Spaghetti w/ veg. sauce, 52 oz. (V)	\$8.00	\$13.00
CHILI	White Chicken Chili, 32oz.	\$6.00	\$7.50
SIDES & CASSEROLES	Green Bean Casserole, 26 oz. (V)	\$5.25	\$7.25
	Broccoli Casserole, 26 oz. (V)	\$5.25	\$7.25
	Sweet Potato Casserole, 26 oz. (V)	\$5.50	\$7.25
	Macaroni and Cheese, 26 oz. (V)	\$5.50	\$7.25
	Scalloped Potatoes, 26oz. (V)	\$5.50	\$7.25
	Twice Baked Potatoes - 4 servings (V)	\$5.75	\$7.75

(V) = Vegetarian Dish

# PRICE LIST

## DESSERTS & BAKED GOODS



	Item	Wholesale Price	Suggested Retail
PIES	Dutch Apple	\$8.50	\$12.00
	Pecan	\$8.50	\$12.00
	Chocolate Chess	\$8.50	\$12.00
	Lemon Chess	\$8.50	\$12.00
	Pumpkin	\$8.50	\$12.00
	Buttermilk Pie	\$8.50	\$12.00
	Key Lime	\$8.50	\$12.00
FRUIT CRISPS	Apple Crisp, 26 oz.	\$6.00	\$8.00
	Peach Crisp, 26 oz.	\$6.00	\$8.00
COOKIES (6-pack)	Sugar	\$3.25	\$4.50
	Peanut Butter	\$3.25	\$4.50
	Oatmeal Raisin	\$3.25	\$4.50
	Chocolate Chip	\$3.25	\$4.50
SWEET BREADS	Carrot	\$3.00	\$4.25
	Banana Walnut	\$3.00	\$4.25
	Apple Walnut	\$3.00	\$4.25
	Pumpkin	\$3.00	\$4.25
MUFFINS (4-pack)	Blueberry	\$3.50	\$5.00
	Cranberry Orange & Walnut	\$3.50	\$5.00
	Pumpkin	\$3.50	\$5.00
	Banana Walnut	\$3.50	\$5.00
OTHER DESSERTS	Cream Cheese Brownies (1/2 doz)	\$4.25	\$6.00
	Moravian Sugar Cake	\$3.00	\$4.25
	Love Feast Buns (1/2 doz)	\$3.00	\$4.25
	Vanilla Pound Cake	\$5.50	\$7.50
	Cupcakes (4-pack)	\$3.00	\$4.25
	Hot Cross Buns	\$3.75	\$5.25
	Cheese Straws	\$3.50	\$5.00





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