

Hye Quality Bakery, Inc.

A Tradition For the Finest for Over 48 years.



Hye Roller Guide

Superior Product Quality

Nothing stands up to the Hye Roller...

- The “Hye Roller” is the industry standard for making wraps and roll-ups
- Unlike tortillas or other flat breads, Hye Rollers will hold ingredients without turning soggy, splitting apart or cracking
- Wraps or roll-ups using the Hye Roller can be made up fresh and held 48-72 hours before serving



Hye Roller Deli Program

The Basics...

- Hye Roller tray presentations are an EXCELLENT way of driving product sales and sparking consumer interest.
- Hye Roller wraps can be made fresh with a variety of ingredients and sold for 48-72 hours
- Each Hye Roller sheet/pinwheel will yield approximately 12-15 slices
- Three Hye Rollers will make a generous party platter with up to 24-36 slices
- Use a half sheet of Hye Roller to make great mini rollup trays.

Use and Storage Tips

Key points...

- ALWAYS bring Hye Rollers to room temperature in sealed package before using
- If Hye Rollers were purchased frozen or refrigerated, allow bread to become soft and pliable by thoroughly defrosting in sealed bag before rolling your sandwiches
- Hye Roller bread can be refrigerated for up to eight weeks or stored frozen for up to six months
- ALWAYS seal ziploc on bag before refrigerating or freezing unused portion so the bread will not become dry or brittle
- If edges become brittle, because package was not sealed after storage simply mist lightly with tap water to restore soft pliable texture

Ingredients for Hye Rollers

Key points...

- Use CREAM CHEESE as the base ingredient as mayonnaise quickly breaks down
- Add any condiment to cream cheese for base, such as mustard, jelly, favorite sauce or seasoning
- AVOID ingredients with liquids when preparing a day in advance
- Use dry spinach or other leafy vegetables -AVOID iceberg lettuce
- When making Hye Roller wraps always insist on the finest ingredients