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Perkins Launches Bakery-Only Virtual Kitchen Concept

'Bakery by Perkins' To Highlight Brand's Famous Pies, Mammoth Muffins®, and New Bakery Treats

ATLANTA – For fans that like to skip right to dessert, ***Bakery by Perkins*** is popping up just for you!

Perkins Restaurant & Bakery® is debuting its bakery-only delivery concept on DoorDash and Uber Eats, allowing consumers to order favorites from Perkins famous bakery with just the click of a button. The concept was tested at locations in Florida and Minnesota for several months and will be in all corporate-owned locations by the end of August. The first franchised locations are scheduled to launch in early September.

The ***Bakery by Perkins*** menu offers all of Perkins core bakery items including whole pies, pie slices, cookies, Mammoth Muffins®, brownies and cinnamon rolls. The virtual concept allows for even more innovation, offering an expanded lineup of cakes and individual desserts including the new Chocolate Overload Cake, Raspberry Lemon Drop and Chocolate Peanut Butter Drop.

"There's tremendous upside in our Bakery platform, and Perkins has runway to grow this category, especially through digital channels," said Joe Artime, Vice President of Marketing at Perkins. "Bakery is an expansive term – but even within the areas in which we have equity with the guest, such as desserts, pastries or breakfast, there is a lot of room for exciting innovation."

The ***Bakery by Perkins*** test yielded incremental sales and profit to each store's Bakery, as well as a strong average check. The concept will continue to evolve in the coming months, both in products and accessibility, but a fall rollout ensures that Bakery by Perkins will be in place for the holiday season, typically a high-volume time for Perkins Bakery items, especially Whole Pies.

Bakery by Perkins is currently available on DoorDash and Uber Eats at participating locations. Guests can order any of Perkins Bakery treats, including 10 pie varieties, or dozens of breakfast, lunch or dinner entrees for carryout, curbside pickup or delivery at www.perkinstogo.com.

About Perkins Restaurant & Bakery

Founded in 1958 as a single pancake house, Perkins has grown to 290 company-owned and franchised locations across 32 states and Canada.

Starting with dozens of pancake and waffle options, Perkins expansive menu includes other breakfast favorites like omelets and benedicts, and with breakfast served all day, people can get exactly what they want with their signature Build Your Own Breakfast. Other menu items include hearty homestyle entrees like juicy burgers, scrumptious skillet dinners and a wide selection of soups and salads, as well as our Bottomless Pot of Coffee®.

Perkins iconic in-store bakery offers a wide selection of fresh-baked fruit pies, cream pies, and other treats like decadent Cinnamon Rolls, fudge brownies, cookies, and our signature Mammoth Muffins®. All of Perkins menu and Bakery items are available to order online at [perkinstogo.com](https://perkinsfranchising.com/).

Perkins takes great pride in our service and experience, embracing a “Kindness Served Daily” philosophy. As a leading full-service concept within the FSR space, Perkins continues to grow its corporate presence and with multi-unit franchise operators by offering a number of flexible build options.

To learn more about Perkins franchise opportunities, visit <https://perkinsfranchising.com/>.

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