



## Oboi

Updated 4/14

**PRONUNCIATION:** oh - Boy

**PRODUCT NAME:** Oboi Buns Combo; Oboi Buns C3 Cheese Chicken Parm; Oboi Buns Broccoli Cheddar

**CBSD Tuesdays - PRICE:** Retail Price: \$0 / Deal Price: \$49.99 / Discount: N/A



**ON AIR SKUs:** Oboi Buns Combo; Oboi Buns C3 Cheese Chicken Parm; Oboi Buns Broccoli Cheddar

**LINKS:** [Website](#), [Instagram](#), [Twitter](#), [Tiktok](#)

**TAGLINE:** "Buns stuffed with awesome"

**WHAT IS THE PRODUCT?** Obois are fluffy buns stuffed with endless potential! This unique concept was developed by a gourmet chef, with the highest quality ingredients available, to fill a need in today's frozen food aisle.

### WHAT DOES THE PRODUCT DO?

1. Premium Ingredients: Obois are hand-made with real, clean-label, premium non-GMO ingredients. A velvety Brioche-style dough stuffed with savory fillings to satisfy any craving. Topped with signature herbs and spices to excite your flavor palate
2. The dough: the brioche style dough recipe includes:
  - real butter, real whole eggs, and clean label/ Non-GMO ingredients
  - Non-GMO vegan relaxers and improvers for velvety texture when baking
3. Supports Local Farmers: OBoi buns are made and packaged in the USA to support local farmer supply chains
4. Chef-driven recipes: These recipes are researched and developed by gourmet chefs
5. Shipped frozen directly: Oboi Buns are packed and shipped frozen directly to your door for freshness guarantee
6. Convenience: Individually wrapped for easy storage, heating, and on-the-go eating.
7. Easy reheat: Buns can be heated in a variety of ways, from Air-fryer to microwave or Oven. E

### HIT POINTS:

- Obois can be enjoyed at home or on the go!
- Non-GMO, clean-label enzymatic shelf-life extenders tailored for frozen and baked dough.
- Easy reheat for time-saving meal preparation and no utensils necessary.

**WHY SHOULD THE AUDIENCE BUY IT?** 3 entrepreneurs with a passion for food and an extensive culinary background ranging from Chef to restaurateurs.

Born from a need in the frozen food aisle for real food made from real ingredients for folks to enjoy at home.

Made in the USA with real eggs and dairy products  
USDA and SQF-certified manufacturers

Perfect dough-to-filling ratio, there is filling in every bite!

No MSG  
Popular flavors the whole family can enjoy  
A unique shape that encases fillings completely for extra flavor.

**ADDITIONAL INFORMATION:**



Recipes formulated to withstand freeze/thaw cycles  
The multi-step proofing process builds a unique depth of flavor just like your favorite bakery.  
Texture can change by cooking method example:  
-For a soft chewy brioche use the microwave heating method  
-For a crispy outer crust use a conventional oven or air-fryer  
A complete breakdown of fillings and ingredients  
Small batch kettle-cooked fillings

Cheeseburger Filling:  
-Wisconsin Cheese blend made just for Obois ( BRC, FDA and USDA certified) –  
-American 85/15 lean ground beef

Chicken Parmesan:  
- Real Mozzarella and parmesan cheeses  
- All white meat chicken  
- Crushed tomatoes  
- Blend of herbs and spices

Broccoli Cheddar:  
-Real Vermont white cheddar and parmesan cheeses  
-Individually quick frozen Broccoli florets for freshness

Obois will arrive at your door individually wrapped to maintain freshness and ready to be heated up in minutes! Unique flavors and color-coded packaging takes up minimal space in your freezer and protects with a moisture barrier.

How best to prepare: Obois can be prepared in many ways as long as your heating to at least 165 degrees F. All ingredients are fully cooked inside.

#### Microwave

Conventional oven  
Air Fryer- treat this as you would chef's choice method.

Microwave: Remove from packaging - Place on a microwave-safe plate - Cook on high (1100 watt) for 60-90 seconds per bun - Let stand for 1 min before handling. The contents will be hot.

#### Conventional

Oven:  
- Preheat oven to 300 F degrees - Remove from packaging - Place on a nonstick baking sheet - Place baking sheet on middle rack for 15 minutes - Let stand 1 min before handling. The contents will be hot.

Chefs Choice: Preheat oven to 350 F degrees - Remove from packaging - Place on a microwave-safe plate - Cook on high (1100 watt) for 60-70 seconds - Place on a nonstick baking sheet - Place baking sheet on center rack for 3-5 mins until crispy. - Let stand for 1 min before handling. The contents will be hot. Always Heat to 165 F degrees

How to store/ freezer life: always store frozen for freshness. If kept frozen Obois can be enjoyed 9 months from best by date on the packaging.