

Wholesale Catalog



Roland's offers a curated selection of fresh-baked pastries, breads, desserts, and breakfast favorites made with premium ingredients and time-honored European recipes. This wholesale catalog makes it easy to explore our complete product line, offerings, and pricing to find the perfect fit for your business.

2026.1



Why choose Roland's?

Houston's Original Wholesale Bakery Slings Quality Pastries Like No Other

Roland's Swiss Pastry & Bakery has been providing baked goods to the hospitality industry in Houston for over 60 years, making us the oldest wholesale bakery in the city. What started with passed down, old-world European recipes gradually evolved into a trusted, go-to source for fresh, high-quality pastries that fit any setting, from coffee counters to luxury events. In 1992, master pastry chef Gerhard Schaefer and his wife Elvira took the reins, continuing Roland's vision while expanding the bakery's reach across Houston's corporate, hospitality, and retail landscape.

As the company began to grow, Dane Sawyer saw the opportunity to turn Roland's into a household name, teaming up with the Schaeferes and expanding their footprint. From hand-piped petit fours to scratch-made quiches, we still do things the right way – **because quality never goes out of style.**



More Than a Wholesale Bakery. A Partner for Your Business.



FRESH EVERY DAY

Every product is baked fresh using premium ingredients and time-honored European recipes. Whether it's displayed the same morning or stored for later service, Roland's products are crafted for exceptional flavor, presentation, and dependable shelf life.

3 DAYS Ambient shelf life

7 DAYS Refrigerated shelf life

2-3 WEEKS Frozen shelf life



BUILT AROUND YOUR NEEDS

Because every item is handcrafted and packed by hand, we can adapt to the way your business operates.

From flexible order quantities to custom recipes, portion sizes, and entirely new creations, we work alongside your team to make your menu stand out.



A PARTNER YOU CAN COUNT ON

Hospitality moves fast, and we understand plans change. While standard orders are placed the day before, our team works hard to accommodate last-minute requests whenever possible with responsive communication and flexible fulfillment. When you work with Roland's, you gain a bakery that's invested in your success.





Desserts

Cakes & Cheesecakes	4
Chiffons & Mousses	5
Tarts & Pies	6
Other Pastries	7
Specialty Items	8
Wedding & Custom Cakes	9

Cakes & Cheescakes

From single-serve elegance to full event-size sheets, handcrafted fresh to order.



AVAILABLE SIZES & FORMATS

- **Mini** — bite-sized in individual cups
- **Individual 4"** - round or square, plated
- **10" Round** — approx. 12-16 servings
- **Half Sheet (Cut 2x2)** — approx. 48 servings
- **Full Sheet (Cut 2x2)** — approx. 96 servings

Custom flavors, cuts, fillings, tiered designs, and event specific decorating available.

Flavors

CAKE FLAVORS

- | | | |
|------------------------|---------------------------------|-------------------------|
| • Black Forest | • German Chocolate | • Strawberry Whip Cream |
| • Tiramisu | • Chocolate Ganache | • Fresh Berry Whip |
| • Red Velvet | • Chocolate Buttercream | • Marble |
| • Tres Leches | • Vanilla Raspberry Buttercream | • Pineapple |
| • Tres Leches Tequila | • Vanilla Apricot Buttercream | • Fruit Flan |
| • Italian Cream Cheese | • Lemon Buttercream | • Sacher Torte |
| • Carrot | • Mocha Buttercream | |

CHEESECAKE FLAVORS

- | | | |
|-----------------|----------------------|-------------|
| • Classic Plain | • Oreo | • Bourbon |
| • Key Lime | • Mandarin | • Espresso |
| • Turtle | • Ricotta | • Blueberry |
| • Chocolate | • Amaretto | • Mocha |
| • Pumpkin | • Marble | • Praline |
| • Strawberry | • Chocolate Hazelnut | • Berry |
| • Fresh Fruit | • Creme Brûlée | |

Chiffons & Mousses

Light, airy elegance — perfect for upscale events and hotel presentations



AVAILABLE SIZES & FORMATS

- **Mini** — bite-sized in individual cups
- **Individual 4"** — round or square, plated
- **10" Round** — approx. 12-16 servings
- **Half Sheet (Cut 2x2)** — approx. 48 servings
- **Full Sheet (Cut 2x2)** — approx. 96 servings

Custom flavors, cuts, fillings, tiered designs, and event specific decorating available.

Flavors

CHIFFON FLAVORS

- Lemon Chiffon
- Raspberry Chiffon
- Mango Chiffon
- Strawberry Chiffon
- Carrot Chiffon
- White Chocolate Chiffon

MOUSSE FLAVORS

- Chocolate Mousse
- Triple Chocolate Mousse
- Bailey's Chocolate Mousse
- Oreo Chocolate Mousse
- Oreo Chocolate Brownie Mousse
- Mango Mousse
- White Chocolate Mousse
- Dark Chocolate Mousse

Tarts & Pies

Made from scratch — available in mini, individual & full-size formats



AVAILABLE SIZES & FORMATS

- **Mini** — bite-sized in individual cups
- **3"** — individual serving
- **4"** — single-serve, plated
- **10"** — approx. 12–16 servings
- **Half Sheet (Cut 2x2)** — approx. 48 servings
- **Full Sheet (Cut 2x2)** — approx. 96 servings

Great for hotel amenity trays, restaurant dessert menus, and catering dessert tables.

Flavors

TART FLAVORS

- Pecan
- Apple
- Apple w/ Streussel
- Berry
- Berry w/ Streussel
- Key Lime
- Lemon
- Lemon Meringue
- Chocolate Ganache
- Chocolate Pecan
- Peach
- Salted Caramel
- Fresh Fruit
- Creme Brûlée
- Pumpkin
- French Silk
- Buttermilk

PIE FLAVORS

- Apple
- French Apple
- Blueberry
- Cherry
- Pecan
- Berry
- Pumpkin
- Plum
- Key Lime
- Strawberry
- Chocolate

Other Pastries

Made from scratch — available in mini, individual & full-size formats



- Cannolis
- Creme Brulee's
- Creme Puffs
- Eclairs
- Brownies
- Lemon Squares
- Blondies
- Napoleons
- Pineapple Upside Down
- Flans
- Pana Cottas
- Eclairs
- Tiramisu's
- 7 Layer Bar
- Chocolate Strawberries
- Truffles
- Macarons
- Petit Fours

Specialty Items



Cake Pops

FLAVORS:

- Vanilla
- Chocolate
- Marble
- Caramel Sea Salt
- Berry
- Pumpkin Pie

Individually wrapped



Cupcakes

SIZES

- Mini
- Regular
- Jumbo

FLAVORS

- Chocolate
- Vanilla
- Red Velvet
- Carrot Cake



Shot Glass Pastries

FLAVORS:

- Dulce de Leche
- Chocolate Trio
- Key Lime Pie
- Raspberry Cheesecake
- Tiramisu
- Black Forest Cake
- Chocolate Mousse
- Strawberry Whip
- Tres Leches



Cookies

FLAVORS & STYLES

- Oatmeal
- Peanut Butter
- Chocolate Chip
- Macadamia Nut
- Red Velvet
- Chocolate Dipped
- Logo / Custom Design
- Texas Design
- Seasonal Designs

Wedding & Custom Cakes

Handcrafted for your most important celebrations



Wedding Cake



Wedding Cake



Wedding Cake



Engagement Cake



Quinceañera



Birthday & Custom



UNBEATABLE VALUE

Roland's wedding cakes are priced at \$4 per serving, compared to the industry average of \$8–\$10. Premium quality without the premium price tag.



WHITE GLOVE CONSULTATION

We offer on-site client consultations to walk through flavors, designs, sizing, and custom details so every cake is exactly what the couple envisioned.



Breakfast

Muffins	11
Danish	11
Croissants	11
Kolache	11
Quiche	12
Fruit Bread	12
Scones	12

Muffins



SIZES

Mini, Regular, VIP, and Jumbo

FLAVORS

- Banana Nut
- Blueberry
- Chocolate Chip
- Pistachio
- Cranberry Orange
- Strawberry & Cream Cheese
- Apple
- Corn
- Jalapeño Cheddar Corn
- Bran
- Pumpkin (Seasonal)

Danish



SIZES

Mini/VIP, 3", and 5"

FLAVORS

- Blueberry
- Cheese
- Raspberry
- Apple
- Lemon
- Guava
- Pineapple
- Cherry
- Apricot
- Almond Twist
- Cinnamon
- Pecan Ring
- Sticky Buns
- Cheese w/ Fruit

Croissants



SIZES

Mini/VIP, Small, and Jumbo

FLAVORS

- Plain / Butter
- Almond
- Chocolate
- Hazelnut
- Pistachio

Kolache



SIZES

Mini and Regular

FLAVORS

- Sausage & Cheese
- Ham & Cheese
- Sausage, Jalapeño & Cheese
- Spinach & Cream Cheese
- Ranchero
- Jalapeño & Cheddar

Quiche



SIZES

10" Round or 4" Round

FLAVORS

- Florentine
- Southwest
- Vegetarian
- Bacon
- Ham
- Ham & Cheese
- Spinach & Feta
- Mushroom, Onion & Spinach
- Vegan

Fruit Bread



SIZES

1 Lb Loaf and 5 Lb Loaf

FLAVORS

- Banana Nut
- Blueberry
- Chocolate Chip
- Cranberry Orange
- Pumpkin
- Lemon
- Carrot
- Marble
- Apple
- Chocolate Cherry
- Hazelnut Coffee Cake
- Whiskey

Scones

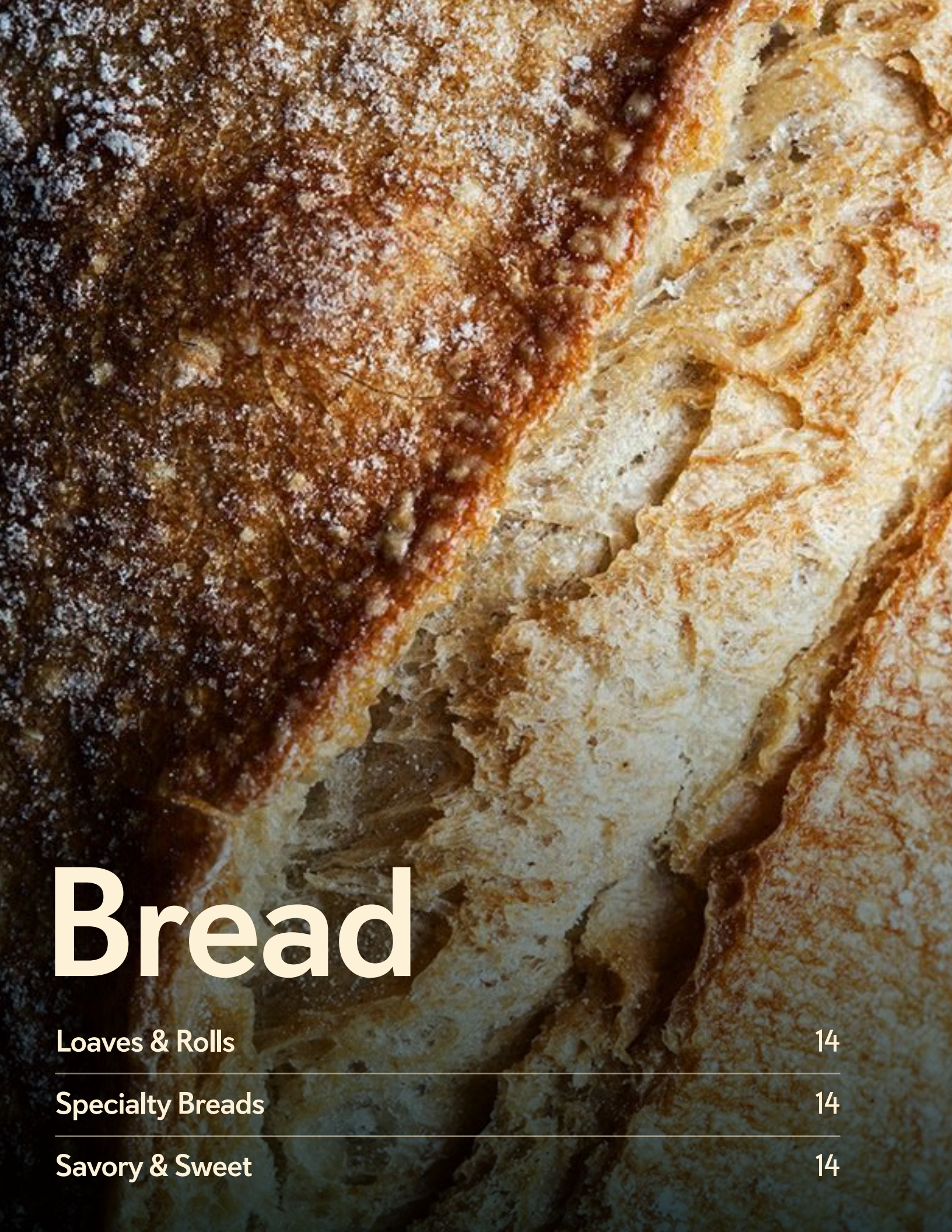


SIZES

Mini and Regular

FLAVORS

- Plain
- Hazelnut
- Blueberry
- Cranberry
- Currant & Orange
- Lemon



Bread

Loaves & Rolls	14
----------------	----

Specialty Breads	14
------------------	----

Savory & Sweet	14
----------------	----

Bread

Baked fresh daily using old-world European recipes



Loaves & Rolls

- Bread Swiss (Loaf)
- Bread Rye Sandwich
- Bread Square (Sandwich)
- Brioche Mini (Dozen)
- Rolls (Dozen)
- Rolls Kaiser (Dozen)
- Bolillo Rolls
- Bunellos
- Buns Mini
- Buns Pretzel Mini
- Focaccia (Sheet)

Specialty Breads

- Zopf (Swiss Braided Bread)
- Pretzels (Regular)
- Pretzels Mini (Dozen)
- Strudel Apple
- Strudel Cherry
- Strudel Cheese
- Pan de Muerto Rolls
- Lavash Sheet
- Bread Bowls

Savory & Sweet

- Cornbread
- Cornbread Honey
- Cornbread Cheese
- Cornbread Jalapeño
- Cornbread Jalapeño & Cheese
- Biscotti
- Biscotti Chocolate



Seasonal

Yule Logs	16
Holiday Items	16
Galettes	16
Gingerbread Houses	16

Seasonal

Limited-time offerings available throughout the year — inquire about current availability.



Yule Logs

- Classic
- Mocha
- Chocolate
- Vanilla w/ Raspberry
- Pumpkin

Holiday Items

- King's Cake (Regular / Sheet / Small)
- Petit Fours Valentines
- Petit Fours Christmas
- Rosca de Reyes (12" & 16")
- Swiss Holiday Cookies

Special Requests

- Gluten Free Products
- Flourless cakes
- Eggless cakes
- Kosher
- Halal



Gingerbread Houses

Roland's Gingerbread Houses are a Houston holiday tradition, crafted from scratch using our original European recipe. Each house is baked to order with the same care and quality that has made Roland's a trusted name for over 60 years. Sturdy enough to decorate, delicious enough to eat — and perfect for gifting, events, or hotel amenity packages.

Icing and decorating kits available for DIY fun.

SIZING

- Regular
- Large
- XXXL

1 LB. ICING POUND BAG

- Red
- White
- Green