



PNC GINGERBREAD BRANCH FREQUENTLY ASKED QUESTIONS

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WHY DID PNC BUILD THE GINGERBREAD BRANCH?

The Gingerbread Branch was built to celebrate PNC's annual tradition: The Christmas Price Index. Inside the Branch, you can learn more about the Index and the present-day cost of each gift in the classic carol "The Twelve Days of Christmas." It's a fun way to learn about the economy. You can also grab free hot chocolate and gingerbread cookies or use our real, cookie-encrusted ATM.

2

HOW LONG DID IT TAKE TO BUILD?

The Branch has been in development for around six months, including the design process, material prototyping and planning. The majority of baking and construction, however, took less than a month.

3

HOW DOES IT STAY TOGETHER?

A wooden frame ensures the Branch's structure is sound, with the expertise of real architects, designers and bakers behind it. All of the gingerbread stays together with silicone-based icing, all of which was applied by hand.

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HOW BIG IS IT?

The Branch is 20' x 17', or 340 square feet. At its peak, it stands 12 feet tall.

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HOW MUCH GINGERBREAD WAS USED?

About 5,000 pounds (2.5 tons) of real gingerbread, baked by Bredenbeck's Bakery right here in Philadelphia, was used to make the Branch.

PNC GINGERBREAD BRANCH
FREQUENTLY ASKED QUESTIONS (CONTINUED)

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WHAT INGREDIENTS ARE INCLUDED?

Real gingerbread was used to create the majority of the Branch. The recipe included Shortening, Sugar, Molasses, Flour, Baking Soda, Cinnamon, Ginger, Cloves and Water.

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HOW MANY POUNDS OF INGREDIENTS WERE USED?

3,000 lbs of Flour
1,000 lbs of Shortening
1,000 lbs of Molasses
50 lbs of Cinnamon
50 lbs of Ginger
25 lbs of Cloves
40 lbs of Baking Soda

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HOW DID YOU PERFECT THE GINGERBREAD RECIPE?

We relied on the expert bakers at Bredenbeck's to help us create the perfect gingerbread recipe to use to build the Branch and ensure it could withstand the crowds and the elements. They provided us with all 5,000 pounds that went into its construction.

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WHERE WAS THE GINGERBREAD BAKED?

The gingerbread was baked by Bredenbeck's Bakery, a Philadelphia institution that first opened its doors in 1889.

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HOW MANY BAKERS HELPED BAKE?

The Bredenbeck's team consisted of 12 bakers and pastry artists.

