

IT'S TIME *to* **RE** THINK PIE **ON** *your* MENU **TO** CAPTURE *cross-generational* DESSERT SALES

Classic DESSERTS

43%
of CONSUMERS prefer them

Are **INSPIRED** by Cues From Your **PAST**

PAST

Are **NOT** One Size Fits All



FLAVOR *nostalgias*

Every generation has their own **NOSTALGIAS** when it comes to desserts & most consider the **FLAVOR** more important than the **FORMAT**¹



GEN Z + MILLENNIALS

NUTELLA
TRES LECHES
COOKIE DOUGH / BUTTER
SOUR APPLE
FONDANT
DULCE DE LECHE

THE SWEET SPOT

Flavors can lean toward younger or older generations, but there is a "SWEET SPOT" of shared favorites for cross-generational dessert menu success.²



Chocolate Chips



Caramel



Vanilla



Red Velvet



White Chocolate



BABY BOOMERS

DUTCH APPLE
STREUSEL
MERINGUE
CINNAMON RAISIN
PECAN PRALINE
OATMEAL RAISIN



Utilize our Library of Culinary Tools to Elevate Pie into Culinary Delights Craved by all Generations



Discover more tools and inspiring recipes to help boost pie sales all year long.
SaraLeeFrozenBakery.com/Foodservice

¹Datassential Desserts Keynote Report, 2021

²Flavor Demographics across the board, Flavor & the Menu, 2019

Chef Pierre
Baking delicious since 1922™

SaraLee FROZEN BAKERY

© 2022 Sara Lee Frozen Bakery LLC



PIE AS AN ingredient IN Seasonal Desserts

65% of millennials ARE INTERESTED IN seasonal desserts

Datassential Dessert Keynote 2021

winter



MARSHMALLOW CHOCOLATE CHIP CHERRY PIE



Our famous Hi-Pie filled with tart orchard-grown Michigan cherries



with marshmallows



and dark chocolate chips

SHORT ON TIME?

Substitute a pre-baked pie, such as: #7127 Chef Pierre® Traditional Fruit Pie 10" Pre-Baked Cherry Lattice



autumn



SPICY CINNAMON APPLE SHAKE with salted caramel churro



Creamy vanilla ice cream



blended with an entire slice of Michigan Apple Pie



garnished with a warm cinnamon churro, salted caramel sauce and cinnamon candies.



topped with house-made whipped cream



For a boozy shake, add a shot of cinnamon whiskey!

spring



TRAVERSE CHERRY AMARETTO BOWL



A slice of our famous Hi-Pie filled with tart orchard-grown Michigan cherries



nestled in bourbon whipped cream



and fudge



topped with amaretto cookie crumbs



and maple oat streusel

summer



BANANA CREME DA LA CREME BOWL



A scoop of creamy banana pie made with real bananas and whipped cream



paired with peanut butter hummus



topped with fresh and caramelized banana slices



finished with granola, chocolate chips and peanuts.

Click on recipe name to get full recipe card



Discover more tools and inspiring recipes to help boost pie sales all year long. SaraLeeFrozenBakery.com/Foodservice

Chef Pierre®
Baking delicious since 1922™

SaraLee FROZEN BAKERY

© 2022 Sara Lee Frozen Bakery LLC



PIE AS AN ingredient

IN INSTAGRAMmable Desserts

52%
OF MILLENNIALS ARE
extremely interested in
**INSTAGRAMABLE
DESSERTS**

Datassential Dessert Keynote 2021



Chocolate MINT OREO BOWL



a scoop of Chocolate Mint
Cream Layer Pie



nestled in
Vanilla yogurt



sprinkle with
crumbled waffle cone and crushed Oreo® Cookies

garnished with
raspberries

CHECK OUT **OUR** *Social media* TIPS GUIDE
FOR *easy ways* TO create a SOCIAL MEDIA PROGRAM



Sesame crusted GINGER PEACH PIE



Our famous Peach Hi-Pie filled with
Ripe Michigan or California peaches



upgrade with
candied ginger inside



infused crust with
apricot preserve



topped with
toasted sesame seeds



garnished with
fried basil leaves

Click on recipe name to get full recipe card



Discover more tools and inspiring recipes to help boost pie sales all year long.
SaraLeeFrozenBakery.com/Foodservice

Chef Pierre
Baking delicious since 1922™

SaraLee FROZEN BAKERY

© 2022 Sara Lee Frozen Bakery LLC



PIE AS AN *ingredient*

IN NEXT LEVEL *Chocolate Desserts*

45%
OF GEN Z
*crave next level
chocolate*

Datassential Dessert Keynote 2021

Spicy Hot Chocolate PIE BOWL WITH PINEAPPLE



a slice of Chocolate Cream Pie
shower of chocolate sprinkles



paired with
Vanilla bean ice cream



topped with
pineapples, brown sugar and spicy cayenne pepper

USE creative names **TO** OVERCOME
younger consumer's **OBJECTION** **THAT** PIE **IS NOT** COOL

Cookies & Cream BANANA SPLIT PIE



a slice of Crème de la Cream
Cookies & Cream Pie



upgrade with
chocolate espresso sauce



garnished with
candied banana, cherries, diced pineapple, toasted coconut, and Oreo® cookies

Click on recipe name to get full recipe card 

Discover more tools and inspiring recipes to help boost pie sales all year long.
SaraLeeFrozenBakery.com/Foodservice

Chef Pierre
Baking delicious since 1922™

SaraLee FROZEN BAKERY

© 2022 Sara Lee Frozen Bakery LLC



deCONSTRUCTED PIES ^{THAT} attract "ZOOMERS"

GEN Z
CONSUMERS
have a higher affinity
FOR FUN, PLAYFUL
desserts

Datassential Dessert Keynote 2021

HOW TO deCONSTRUCT a PIE

1. THAW & REMOVE TOP



2. CUT TOP INTO STRIPS



3. ADD CINNAMON & SUGAR



4. ROLL DOUGH STRIPS



5. ASSEMBLE & BAKE

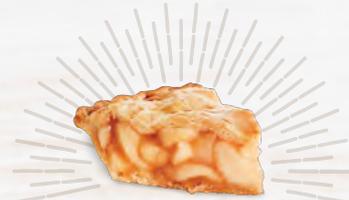


6. DRIZZLE WARM CARAMEL



Cinnamon APPLE BOMB

Delicious orchard-fresh Michigan or Washington apples, walnut, cinnamon and a caramel icing packet to finish off this All-American classic.



deCONSTRUCT

Our famous Apple Hi-Pie filled with Ripe Michigan apples



mix cheddar cheese & chopped bacon into the apples filling



ABC Bowl (APPLE, BACON & CHEESE)

Cheddar and bacon smoked in-house offer a savory complement to fresh baked apple pie.

As long as you can
PUT IT in a BOWL
& BRING IT SOMEWHERE
— GEN Z —
will take interest

<https://upserve.com/restaurant-insider/generation-z-new-food-trends/>

Click on recipe name to get full recipe card



Discover more tools and inspiring recipes to help boost pie sales all year long.
SaraLeeFrozenBakery.com/Foodservice

Chef Pierre
Baking delicious since 1922™

SaraLee FROZEN BAKERY

© 2022 Sara Lee Frozen Bakery LLC



GLOBALLY
inspired

deCONSTRUCTED PIE

57%

of MILLENNIALS CONSUMERS
have a high affinity for
DESSERTS INSPIRED
from GLOBAL CUISINES

Datassential Dessert Keynote 2021

== *Cookies & Cream* ==
CANNOLI



2 slices of
Crème de la Cream
Cookies & Cream Pie



Chocolate-dipped
cannoli shells



filled with
ricotta-infused cookies & cream pie



garnished with
chocolate chips and whipped topping

CHECK OUT **OUR** deCONSTRUCTED PIE *Culinary Video*



== *Sweet Mango &* ==
COCONUT BLUEBERRY BOWL



a scoop of
Chef Pierre® Blueberry Hi-Pie



nestled in
lemon zest vanilla yogurt



topped with
bits of coconut macaroon cookies



garnished with
Sweet mango mint salsa

Click on recipe name to get full recipe card



Discover more tools and inspiring recipes to help boost pie sales all year long.
SaraLeeFrozenBakery.com/Foodservice

Chef Pierre®
Baking delicious since 1922™

SaraLee FROZEN BAKERY

© 2022 Sara Lee Frozen Bakery LLC



amped UP PIE

BOOMERS
*are more likely
to love*
**TRADITIONAL
OFFERINGS**

Datassential Dessert Keynote 2021



amped up **Peaches & Cream STUFFED PASTRY SHELLS**

Sweet peaches combined with smooth cream cheese, brushed with apricot glaze and baked to golden.



amped up **whole Peach Unbaked Hi-Pie**



incorporate the cream cheese with the peach slice



brushed with apricot glaze and baked to golden



garnish with whipped topping.



amped up **a slice of Lemon Krunch Pie**



paired with creamy Mascarpone cheese mixture



garnished with fresh raspberries & blueberries



amped up **Lemon Krunch Pie WITH MASCARPONE & BERRIES**

The tangy flavor of this lemon pie is balanced perfectly with creamy Mascarpone cheese and fresh berries.

Click on recipe name to get full recipe card



Discover more tools and inspiring recipes to help boost pie sales all year long.
SaraLeeFrozenBakery.com/Foodservice

Chef Pierre
Baking delicious since 1922

SaraLee FROZEN BAKERY

© 2022 Sara Lee Frozen Bakery LLC



Latin INSPIRED PIE

**LATIN
INSPIRED**
dessert flavors
INDEX HIGH AMONG
MILLENNIAL & GEN X
CONSUMERS

Datassential Dessert Keynote 2021

MEXICAN

Chocolate

PEANUT BUTTER PIE

Decadent peanut butter chocolate pie with warm spiced Mexican chocolate sauce.



COCONUT

Margarita Pie

Pair cool coconut cream pie with a sauce that blends the fresh fruit and citrus flavors of a margarita.

Click on recipe name to get full recipe card 

Discover more tools and inspiring recipes to help boost pie sales all year long.
[SaraLeeFrozenBakery.com/Foodservice](https://www.SaraLeeFrozenBakery.com/Foodservice)

Chef Pierre
Baking delicious since 1922

SaraLee FROZEN BAKERY

© 2022 Sara Lee Frozen Bakery LLC



CONSUMER SATISFACTION
GOES UP
when a meal includes Pie à La Mode

NPD CREST 2021



Boozy Cherry Jubilee

Old school never goes out of style. The classic presentation of boozy cherries and ice cream with a crispy crust garnish.



CHECK OUT OUR
Spicy Cinnamon Apple Shake
CULINARY VIDEO

TRY THESE pairing TOO

- APPLE PIE or DUTCH APPLE HI-PIE® *with* CINNAMON ICE CREAM
- CARAMEL APPLE NUT HI-PIE® *with* MAPLE WALNUT ICE CREAM
- FRENCH SILK or CHOCOLATE LAYER CREAM PIE À LA MODE
- CHERRY PIE *with* CHUNKY MONKEY ICE CREAM
- PEACHBERRY HI-PIE® *with* STRAWBERRY ICE CREAM

Click on recipe name to get full recipe card



Discover more tools and inspiring recipes to help boost pie sales all year long.
SaraLeeFrozenBakery.com/Foodservice

Chef Pierre
 Baking delicious since 1922™

SaraLee FROZEN BAKERY

© 2022 Sara Lee Frozen Bakery LLC



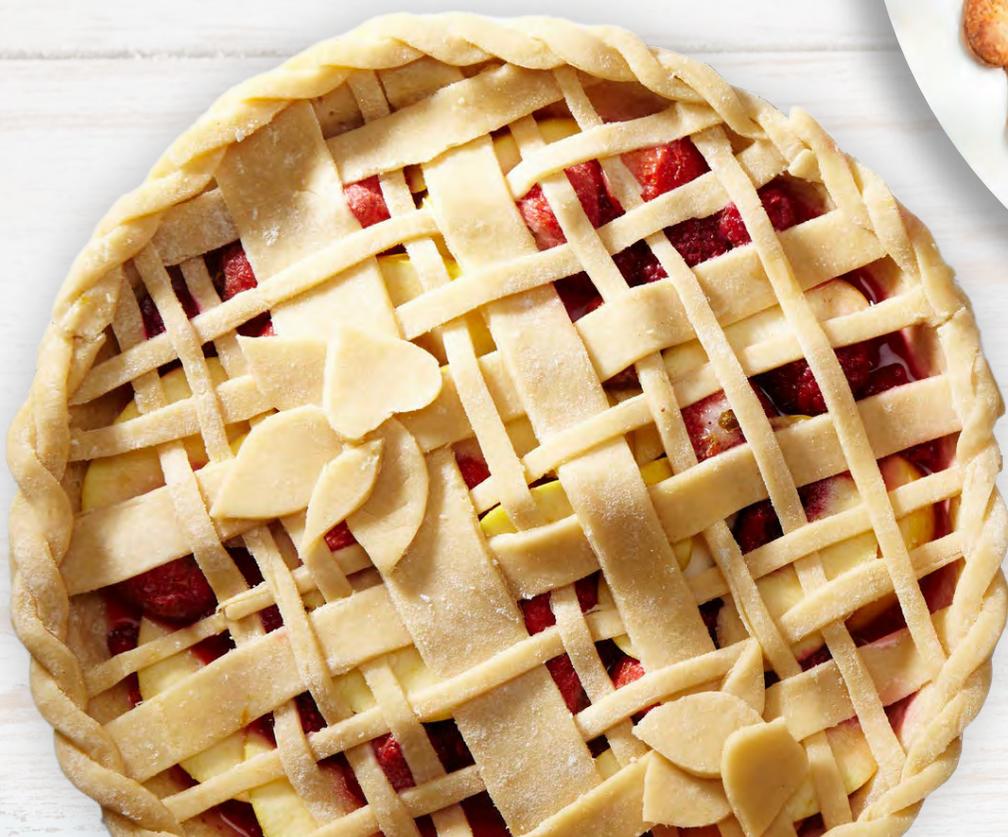
Create **with** *TRULY special* PRESENTATION
with *EASY custom* PIE CRUSTS.



Use a **WET KNIFE** to make **SIMPLE DESIGNS** or scroll patterns instead of straight slits for vents.



COOKIE CUTTERS are ideal for **CREATING VENTS** that align with special occasions and seasons.



Try This!

CUT CRUSTS into **SHAPES & LAYER** on top of **YOUR PIE**

Discover more tools and inspiring recipes
TO HELP BOOST PIE SALES ALL YEAR LONG.
SaraLeeFrozenBakery.com/Foodservice

Chef Pierre
Baking delicious since 1922™

SaraLee FROZEN BAKERY

© 2022 Sara Lee Frozen Bakery LLC



Creative MENU ITEM NAMES BOOST SALES



THINGS ^{to} CONSIDER when creating a MENU ITEM NAME



Resonates with your guests and TELLS A STORY about the dish.

Is an ACCURATE AND TRUTHFUL description of the item



TRIGGERS THE SENSES - but is self explanatory

Personalize with a NAME OR PLACE that adds value



“It’s a balance between coming up with a name that drives curiosity & interest, but also fits what the product is.”



- THE VP OF TACO BELL'S INSIGHTS LAB -



CREATIVE NAME

Cookies & Cream
BANANA SPLIT



Cookies & Cream Pie served with sauce & toppings

CREATIVE NAME

Sweet Mango & Coconut
BLUEBERRY BOWL



Blueberry Pie topped with yogurt and salsa



CREATIVE NAME

Uncle Joe's
CINNAMON APPLE BOMB



Apple Pie Topped with Cinnamon & Caramel Icing



Click on recipe name to get full recipe card 

Discover more tools and inspiring recipes to help boost pie sales all year long.
SaraLeeFrozenBakery.com/Foodservice

Chef Pierre
Baking delicious since 1922™

 FROZEN BAKERY

© 2022 Sara Lee Frozen Bakery LLC



TAKE HOME *Sweeter Profits*



78%
OF CONSUMERS
Love OR
LIKE Pie¹

★ ★
PIE HAS
GROWN TO BE **+34%**
more important to
★ **OVERALL** ★
RESTAURANTS
SATISFACTION
OVER THE LAST
5 YEARS⁴

**DIGITAL
ORDERING**
- of desserts -
HAS INCREASED
+199%³

\$500
For every pie you sell
or add to your meal bundle
**YOU CAN MAKE 25%
MORE PROFITS**
EQUATING TO \$500
in additional profits per week²

DELIVERY OF DESSERTS
has increased
+175%
WITH Pies
AMONG THE LEAD⁵

Click here
TO VISIT OUR
TO-GO
Solutions Page



Discover more tools and inspiring recipes to help boost pie sales all year long.
SaraLeeFrozenBakery.com/Foodservice

¹Datassential SNAP! 2020 ²Datassential Pulse Report, 2019, based on \$67 meal bundle retail
³Datassential One Plate, Operator 2020 ⁴NPD Crest 2020 ⁵Datassential, 2020