



**FROZEN BAKERY**

Making Life's Moments  
**a Little Sweeter.**

**SARA LEE MINI CHEESECAKES AWARDED AUTOMATIC MERCHANDISER 2021 READERS CHOICE NEW PRODUCT OF THE YEAR**

Oakbrook Terrace, Ill. – April 23, 2021 – Sara Lee Frozen Bakery is thrilled to announce our new Sara Lee® Individually Wrapped Mini Cheesecakes have been named the Automatic Merchandiser Reader’s Choice 2021 New Product of Year in the Cookie/Pastry category. The award recognizes the most requested and best-selling products launched in the past year selected by convenience store retailers. Our new Sara Lee Individually Wrapped Mini Cheesecakes are perfectly portioned to satisfy anytime cravings and feature our innovative Peel & Plate™ format for easy anytime eating.

Each smooth and creamy New York Style Mini Cheesecake is made using Sara Lee’s proprietary recipe, loved by consumers for generations. Made with real cream cheese, real fruit, and natural flavors, they are available in three flavors: classic plain, strawberry, and decadent salted caramel truffle.

Sara Lee Frozen Bakery is committed to supporting operators during these challenging times. With 24% of consumers saying they will continue to avoid eating open snacks even after COVID-19 restrictions have been lifted<sup>1</sup>, Sara Lee Individually Wrapped Mini Cheesecakes make it easy to conveniently serve a sealed premium dessert without extra work. “We’re pleased to answer increasing consumer demand for ‘touchless snacking’ with our innovative packaging that helps consumers feel confident about the safety of their food” says Ryan Malone, Sara Lee Frozen Bakery chief marketing officer.

With less than one year in the market, Sara Lee Mini Cheesecakes have earned strong industry awareness and recognition. CSP Magazine’s Retailers’ Choice Awards recognized Sara Lee Mini Cheesecakes for their success in convenience stores, giving them the award for Best New Product of 2020.

Look for Sara Lee Mini Cheesecakes in the refrigerated section of convenience stores, micromarkets and other grab & go outlets. To find out more about our new Sara Lee Individually Wrapped Mini Cheesecakes visit <https://saraleefrozenbakery.com/foodservice/iw-mini-cheesecakes>.

<sup>1</sup>Datassential One Table Consumer Report, July 2020





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**About Sara Lee Frozen Bakery:**

Sara Lee Frozen Bakery is an industry-leading maker of frozen bakery and desserts, committed to delivering quality and value for every foodservice, retail and in-store bakery need. The company's growing family of brands includes Sara Lee®, Chef Pierre®, Van's®, Bistro Collection®, Superior On Main® and Cyrus O'Leary's®. Sara Lee Frozen Bakery is headquartered in the Chicago suburb of Oakbrook Terrace with a state-of-the-art Research & Development facility and bakeries in Massachusetts, Michigan, North Carolina and Washington. Using carefully sourced ingredients and time-honored recipes, the company is committed to making life's moments a little sweeter, putting its customers first and discovering new ways to make everyone's favorite foods even better. To learn more, visit [www.SaraLeeFrozenBakery.com](http://www.SaraLeeFrozenBakery.com).

