Chef Pierre[®].

Prepared Exclusively for CASUAL DINING RESTAURANTS

TOP REASONS TO ADD MORE *pumpkin* PIE TO YOUR MENU!



23% of consumers ate pie within the last week¹

Nearly 8 in 10 consumers Love or Like pie¹

Pumpkin Pie is the second most popular flavor sold during the fall pie season (September – December)¹



PUMPKIN PIE?



of consumers who have tried pumpkin spice love it or like it²

Consumers love all things Pumpkin

 Up 33% in the last four years, Pumpkin Pie is one of the fastest growing year-round pie flavors³



Easy-to-pack; convenient for take-out

Pumpkin desserts are comfort food that can travel well

Comfort foods are expected to remain menu items of interest for over 6 in 10 consumers⁴

LET PUMPKIN BOOST YOUR BOTTOM LINE

High quality, pre-sliced Pumpkin Pie cuts prep time and makes portion control more efficient

Affordable, pre-prepared desserts are easy to serve

Choose pumpkin – its menu penetration is forecasted to grow +17% over the next four years¹

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TRY THESE Since a second sec

CREATE YOUR OWN PIE*cuterie*

Celebrate the season of sharing by adding a unique dessert experience to your menu. Be creative and build a PIEcuterie board offering mini pumpkin pie slices and unique toppings. Consider beer, wine and liquor pairings to bring out the unique flavors of fall.

ONE PIE, Endless POSSIBILITIES!

Pecan Crumble =

Pecans, butter, cinnamon and brown sugar are combined, then heated on our pumpkin pie and drizzled with caramel to bring out the character of all these favorite flavors for fall.

A

E Toasty Marshmallow PUMPKIN PIE

Delicious pumpkin pie topped with toasted marshmallows.

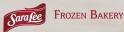
Pumpkin Pie =

Tender golden flaky crust, filled with a lightly spiced pumpkin filling that's full of flavor. Covered in chopped candied bacon and topped with whipped cream and cinnamon sugar.

CONTACT YOUR SALES REP FOR MORE INFORMATION OR VISIT SARALEEFROZENBAKERY.COM

Explore recipes and tools to help boost pie sales all year. SaraLeeFrozenBakery.com/SeasonalFavorites





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