

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



*Lovin'*  
ALL THINGS  
PUMPKIN

- ▶ 23% of consumers ate pie within the last week<sup>1</sup>
- ▶ Nearly 8 in 10 consumers Love or Like pie<sup>1</sup>
- ▶ Pumpkin Pie is the second most popular flavor sold during the fall pie season (September - December)<sup>1</sup>



- ▶ People of all ages love pie
- ▶ Creative names make your pie creations sound even cooler
- ▶ 65% of millennials are interested in seasonal desserts<sup>1</sup>
- ▶ Gen Z consumers look for fun, playful desserts<sup>1</sup>



**64%** of consumers who have tried pumpkin spice love it or like it<sup>2</sup>

- ▶ Consumers love all things Pumpkin
- ▶ Up 33% in the last four years, Pumpkin Pie is one of the fastest growing year-round pie flavors<sup>3</sup>



- ▶ 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 consumers<sup>4</sup>

**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 years<sup>1</sup>



≡ TRY THESE ≡  
*Innovative*  
**PUMPKIN  
RECIPES**

TO SPARK INTEREST AND  
CUSTOMER SATISFACTION



*Citrus Cream*  
**PUMPKIN PIE**

Pumpkin pie topped with citrus whipped cream and garnished with candied orange peel delivers a twist on classic fall favorite.



≡ *Pumpkin Spice* ≡  
**LATTE PIE BOWL**

Delicious pumpkin pie topped with a generous dollop of whipped cream, drizzled pumpkin spice sauce and topped with pumpkin pie spice.



≡ *Pumpkin Pie* ≡  
**MILKSHAKE**

Creamy vanilla ice cream blended with a slice of pumpkin pie and milk. Topped off with whipped cream, pumpkin spice sauce and pie crust crumbles.



≡ *Pumpkin Turtle* ≡  
**PIE**

The rich taste of buttery caramel and chocolate sauce drizzled and topped with chopped nuts is the perfect flavor companion for fall's favorite, pumpkin pie.



CONTACT YOUR SALES REP FOR MORE INFORMATION OR VISIT [SARALEEFROZENBAKERY.COM](http://SARALEEFROZENBAKERY.COM)

Explore recipes and tools to help boost pie sales all year.  
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