

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



Lovin'
**ALL THINGS
 PUMPKIN**

- ▶ 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
Boosts
**— YOUR —
 BOTTOM
 — LINE —**

- ▶ Choose Pumpkin Pie, the comfort food that boosts your profits
- ▶ Serve Pumpkin Pie throughout the fall season for savings and satisfaction

Pumpkin
 — *A FAVORITE* —
FALL FLAVOR



- ▶ Serve Pumpkin Pie, a dessert that brings a sense of comfort²
- ▶ The flavor of a dessert often matters more to consumers than its specific variety³
- ▶ Customers have specific seasonal preferences and expect your dessert offerings to change with the seasons³

EASY TO *Prepare AND Serve*
PUMPKIN PIE IS A WINNER

- ▶ Simple portability; plated pie arrives looking delicious
- ▶ Consider pre-sliced Pumpkin Pie for portion control
- ▶ Easy to plate and serve; save time and increase efficiency⁴



CONVENIENCE FOR VISITORS

- ▶ Cafeterias and snack bars can package Pumpkin Pie in single servings
- ▶ Visitors appreciate the flavor and portability of Pumpkin Pie

¹ Datassential Dessert Keynote, June 2021 ² Source: Datassential Flavor Keynote, 2021 ³ Source: Technomic Foodservice Planning Program, 2021
⁴ Technomic Segment Quick Bites Healthcare, 2021

≡ TRY THESE ≡
Innovative
**PUMPKIN
 RECIPES**
 TO SPARK CUSTOMER
 INTEREST AND BOOST SALES



ONE PIE, *Endless* POSSIBILITIES!

CREATE YOUR OWN
Pumpkin Pie **BAR**

Build a pie bar experience offering unique toppings such as ginger pecan streusel, caramel sauce, nuts, or flavored whipped cream to offer an array of delectable flavors.



≡ *Pecan Crumble* ≡
PUMPKIN PIE

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.



≡ *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.



≡ *Pumpkin Almond* ≡
CHEESECAKE

Pumpkin pie topped with creamy almond cheesecake garnished with whipped cream and toasted slivered almonds.



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