

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



Lovin'
ALL THINGS
PUMPKIN

- ▶ 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



- ▶ People of all ages love pie
- ▶ Creative names make your pie creations sound even cooler
- ▶ 65% of millennials are interested in seasonal desserts¹
- ▶ Gen Z consumers look for fun, playful desserts¹



64% 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



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



Chocolate Ganache
PUMPKIN PIE

Pumpkin pie topped with creamy bittersweet chocolate serves up a delicious flavor combination.



≡ *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

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