

GREATER PROFITS BEGIN WITH PIE

Easy-to-serve Chef Pierre® pies offer delicious, comforting familiarity and an enticing price, making guests more likely to say, “yes” to dessert.

See how every slice increases your profits on every check.



Pie earns
**\$1.75
MORE
PROFIT**
per slice
than cake*

05095 | Chef Pierre® Cream
Pie 10" Gourmet Silk Chocolate
Peanut Butter 4ct/34oz

JUST ADD PIE.

No need to rework your dessert menu. Adding pie creates an everyday value option alongside items that feel more indulgent or occasion based.

INCREASE CHECK AVERAGES.

As a lower priced value option at \$5–\$7 per slice, guests are more inclined to treat themselves more regularly (and add to your check averages).

DRIVE SWEET TRAFFIC.

Offer a \$5 deal-of-the-day slice or a \$4 slice with the purchase an entrée. An affordable indulgence is more likely to bring guests back again and again.

Put **Chef Pierre®** To Work For You.

*Based on menu price of \$6.73 (pie) and \$6.69 (cake).

Affordable Moments of Joy

Who doesn't want to treat themselves? With an affordable price point and a variety of flavors, Chef Pierre® pies offer a dessert option that lends itself to anytime indulgence.



1 in 3 consumers have had pie within the last week.

– Desserts Keynote Reports, February 2023

69% of consumers eat an indulgent treat weekly or more often. Gen Z is the most likely to indulge (76%).

– Datassential 2024 Trends Report

83% of U.S. consumers love or like pie.

– Datassential SNAP! March 2024

Excitement Is Always On the Menu

With a variety of delicious Chef Pierre® pies, it's easy to keep your dessert menu fresh.



To view our full portfolio and for inspirational ideas, visit:

SaraLeeFrozenBakery.com/Foodservice

[View Seasonal Serving Guide](#)

[Get Recipe Inspiration](#)

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