

**Cyrus O'Leary's
Mini Cream Pies:**

Single

**and Ready
to Take on the World.**

The single life
has never been
so sweet.



actual size. so cute.



Too Good to Share

**Now Available
in Foodservice &
Convenience!**

Knocking the socks off diners from the very beginning.



It all started in 1981 at Cyrus O'Leary's Restaurant in downtown Spokane. The diners couldn't get enough of our pies, so we established an entire separate bakery to produce them on a wholesale basis. Sure enough, the high-quality, made-from-scratch pies proved to be wildly popular. Now, more than 40 years later, they're still delighting patrons everywhere.



Mini pies: Patrons are smitten.

Consumers have been crazy about our mini cream pies for more than 15 years. From the whipped topping blend to the delicious cooked cream filling to the pressed graham crust, they're a real knockout.

And, since consumers prefer grab-and-go convenience (50% of c-store visitors say they are looking for a quick bite), our minis are the perfect fit.¹

Our 4" mini cream pies are designed for convenience store and foodservice ease, now in an easy-to-store 8-ct case.

Away from home is where it's at.

Consumers are interested in trying new foods anywhere — 40% said they like to try new foods at convenience stores, 54% at lodging facilities, and 48% at cafeterias.² And 65% of consumers say they are interested in trying individually wrapped cream pies.³

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¹Datassential C-Store, July 2024 ²Datassential Trends Report, 2024

³Datassential Custom Desserts Report, 2024

Product line overview

Our 4" mini cream pies offer endless customer satisfaction ...



Banana Cream Pie



Chocolate Cream Pie
(#1 customer favorite!)



Coconut Cream Pie



Strawberry Shortcake Cream Pie

.....
These four flavors are now available in an easy-to-store 8-ct case.

... and are available nationally!



Lemon Cream Pie



Tiramisu Cream Pie
(Tiramisu is a growing
dessert flavor!*)

I guarantee
I'll be gone by
morning.

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.....
And all six flavors are available in the classic 16-ct case.

*Datassential, 2024

Our singles are your perfect match.

Why single-serve portions?

It's simple. Consumers seek convenient options that fit their on-the-go lifestyles. In fact, 52% of consumers say they value convenience now more than they did in the past.¹

Who's hungry for them?

The younger generations, particularly Gen Z; parents needing quick snacks for themselves or their children; and workers or commuters who need a fast, satisfying treat.

And why pies?

Talk about hitting the sweet spot: Mini desserts balance indulgence and moderation, allowing for variety and guilt-free enjoyment.²

Uh ...
why not?



79% of consumers like or love pie.³

I'm a hot commodity!

69% of consumers eat an indulgent treat weekly or more.⁴

Younger consumers take this to the extreme, with **76% of Gen Z** indulging at least weekly and **14% doing so multiple times per day.**⁴



C-store customers are looking for an everyday treat, at any time of day.⁵

And finally, more than **50% of consumers** prefer individually sized portions of dessert.⁶

Available Products

8ct

| SKU | Product Name | Size | Unit Wt (oz) | Units/ Case | Gross Case Wt (lb) | Case GTIN | Item UPC Code |
|-------|--|------|--------------|-------------|--------------------|----------------|-----------------|
| 20371 | Mini Chocolate Cream Pie | 4" | 7.0 | 8 | 4.33 | 10047125203715 | 0 47125 20371 5 |
| 20372 | Mini Coconut-Cream Pie | 4" | 7.0 | 8 | 4.33 | 10047125203722 | 0 47125 20372 2 |
| 20370 | Mini Banana Cream Pie | 4" | 7.0 | 8 | 4.33 | 10047125203708 | 0 47125 20370 8 |
| 20373 | Mini Strawberry Shortcake Cream Pie | 4" | 7.0 | 8 | 4.33 | 10047125203739 | 0 47125 20373 9 |

Easy to store back-of-house!

16ct

| SKU | Product Name | Size | Unit Wt (oz) | Units/ Case | Gross Case Wt (lb) | Case GTIN | Item UPC Code |
|-------|--------------------------------|------|--------------|-------------|--------------------|----------------|-----------------|
| 11052 | Mini Lemon Cream Pie | 4" | 7.0 | 16 | 8.48 | 10047125110525 | 0 47125 11052 8 |
| 20104 | Mini Tiramisu Cream Pie | 4" | 6.3 | 16 | 7.68 | 10047125201049 | 0 47125 20104 2 |



180 DAYS



7 DAYS

Single

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The leader for a reason.

Cyrus O'Leary's is the indisputable category leader in mini cream pies, with 15 years of dominance and multiple awards. Now, we're looking to woo patrons in food-away-from-home, and we'll help you succeed in the sweetest way possible.

Contact your sales representative for more information or go to SaraLeeFrozenBakery.com/foodservice.

I may be a solo act,
but I'm more than
enough!



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