



FROZEN BAKERY

Sealed and satisfying
individually wrapped bakery.



24% of consumers say they will continue to **avoid eating open snacks** even after COVID-19 restrictions have been lifted.

Datassential One Table Consumer Report, July 2020

BAKED IN COMFORT

BAKED SAFE

OUR BRANDS

SPECIAL & PORTABLE

PRODUCT INFORMATION

Baked *in* Comfort

Sara Lee Frozen Bakery is committed to supporting your operation during these challenging times. We value the trust you place in us to provide premium bakery options dedicated to safety and quality that continue to make every moment more memorable.

Baked in Comfort is at the heart of our promise to you: Baked Special. Baked Safe. Baked Simple. Three ways we're working hard to deliver comforting solutions that satisfy consumer demands. **Our individually wrapped products are Baked Safe – making it easy for you to serve conveniently sealed bakery without the extra work.**

SEE HOW WE'RE BAKING COMFORT INTO EVERYTHING WE DO [▶](#)

Baked Safe

Quality committed to safety.

- Baked and individually packaged on-line at our SQF Level 3 Tarboro, NC bakery
- Restaurant-quality offerings made from time-honored recipes with better, responsibly sourced ingredients
- Cleaner label and whole grain options available
- Prepackaged and ready to eat – no incremental packaging costs for to-go
- Quick and profitable all-day snacking and bakery solutions

[SEE ALL INDIVIDUALLY WRAPPED BAKERY >](#)



4 in 10 consumers state that **individually wrapped foods makes them feel better about eating** from a foodservice establishment.

Datassential, May 2021

Consumers will place **greater value on safety** over healthy items, affordability, quality and taste.

Datassential One Table Consumer Report July 2020

Consumers have a heightening demand for **packaging with safety measures.**

Technomic CTR Delivery & Takeout 2020

Two trusted brands baking for you.



Since 1949, the Sara Lee® brand has been baking beloved desserts and sweets that taste like they were homemade.

Explore our profitable individually wrapped options.



IW BROWNIES ▶



IW CAKES ▶



IW PIE SLICES ▶



For almost a century, Chef Pierre® brand bakery has been prepared using the finest ingredients and time-honored recipes.

View our quality prepackaged bakery.



IW MUFFINS ▶



IW DANISH PASTRIES ▶



IW CORNBREAD ▶

Safe made simply special.

Increase check averages with easy sides like Chef Pierre® Individually Wrapped Cornbread — the perfect companion to soup, chili, jambalaya and other comfort foods.



Make every eating experience truly special — ask customers if they'd like their muffins or pastries slightly heated before serving.

Good anywhere it goes.

Whether enjoyed in a cafeteria, kiosk or bakery counter, our products are baked for convenient versatility. Delivery and carryout are bigger than ever, and **we make it easy to increase profits and add-on sales with simple packaged solutions.**

[VIEW ALL INDIVIDUALLY WRAPPED PRODUCTS](#) >

[VIEW MORE TO-GO SOLUTIONS](#) >



Away-from-home snacking is increasingly **on the go** across all age groups, rising from 48% in 2019 to 55% in 2021.

Technomic Snacking Consumer Trend Report, 2021

Off-premise will remain a larger share of business; **solution which offer portability and to-go convenience will remain a focus.**

Technomic Foodservice Planning Program, 2022

Individually Wrapped Products



| SKU | Product Name | Units/Case | Pieces/Unit | Indiv. Wt. (oz.) | Shelf Life (refrigerated) | Shelf Life (ambient) |
|--|----------------------------|----------------|-------------|------------------|---------------------------|----------------------|
| INDIVIDUALLY WRAPPED PIE SLICES | | | | | | |
| 07140 | Apple Pie Slice | 48 IW Slices | 1 Slice | 4 | 10 Days | 2 Days |
| 05097 | Apple Pie Slice | 24 IW Slices | 1 Slice | 4 | 10 Days | 2 Days |
| 07144 | Southern Pecan Pie Slice | 48 IW Slices | 1 Slice | 4 | 14 Days | 12 Days |
| 05117 | Southern Pecan Pie Slice | 24 IW Slices | 1 Slice | 4 | 14 Days | 12 Days |
| 05421 | Sweet Potato Pie Slice | 48 IW Slices | 1 Slice | 4 | 10 Days | 0 Days |
| 07555 | Pumpkin Pie Slice | 24 IW Slices | 1 Slice | 5 | 10 Days | 0 Days |
| INDIVIDUALLY WRAPPED CAKES** | | | | | | |
| 08630 | Pound Cake | 24 IW Cakes | 1 Cake | 1.75 | 21 Days | 21 Days |
| 08645 | Iced Carrot Cake | 24 IW Cakes | 1 Cake | 2.25 | 26 Days | 24 Days |
| 08646 | Iced Double Chocolate Cake | 24 IW Cakes | 1 Cake | 2.25 | 26 Days | 24 Days |
| 08647 | Iced Banana Cake | 24 IW Cakes | 1 Cake | 2.25 | 26 Days | 24 Days |
| INDIVIDUALLY WRAPPED BROWNIE** | | | | | | |
| 08640 | Iced Brownie | 24 IW Brownies | 1 Cake | 2.5 | 26 Days | 24 Days |

*Kosher OU-D **Kosher KVH-D †Best by 5 days







CLEANER LABEL

Products that best align with consumer demand for cleaner ingredients.

- NO Artificial Flavors
- NO Colors From Artificial Sources
- NO High Fructose Corn Syrup

Individually Wrapped Products

| SKU | Product Name | Units/Case | Pieces/Unit | Indiv. Wt. (oz.) | Shelf Life (refrigerated) | Shelf Life (ambient) |
|--------------------|---|---|-------------|------------------|---------------------------|--|
| ChefPierre® | | LARGE INDIVIDUALLY WRAPPED MUFFINS** | | | | |
| 07577 | Blueberry Muffin | 12 IW Muffins | 1 Muffin | 4 | N/A | 35 Days |
| 07589 | Cookie Dough Muffin | 24 IW Muffins | 1 Muffin | 4 | N/A | 35 Days |
| 07590 | Cinnamon Pecan Coffeecake Muffin | 24 IW Muffins | 1 Muffin | 4 | N/A | 35 Days |
| 08625 | Blueberry Muffin | 24 IW Muffins | 1 Muffin | 4 | N/A | 35 Days |
| 08626 | Bran Muffin | 24 IW Muffins | 1 Muffin | 4 | N/A | 35 Days |
| 08627 | Banana Nut Muffin | 24 IW Muffins | 1 Muffin | 4 | N/A | 35 Days |
| 08635 | Muffin Variety Pack | 24 IW Muffins | 1 Muffin | 4 | N/A | 35 Days |
| 08636 | Corn Muffin | 24 IW Muffins | 1 Muffin | 4 | N/A | 35 Days |
| 08649 | Cheese Streusel Muffin | 24 IW Muffins | 1 Muffin | 4 | N/A | 35 Days |
| 08654 | Double Chocolate Muffin | 24 IW Muffins | 1 Muffin | 4 | N/A | 35 Days |
| ChefPierre® | | SMALL INDIVIDUALLY WRAPPED MUFFINS** | | | | |
| 08665 | Banana Nut Muffin | 48 IW Muffins | 1 Muffin | 2 | N/A | 35 Days |
| 08666 | Blueberry Muffin | 48 IW Muffins | 1 Muffin | 2 | N/A | 35 Days |
| 08668 | Cheese Streusel Muffin | 48 IW Muffins | 1 Muffin | 2 | N/A | 35 Days |
| ChefPierre® | | WHOLE GRAIN INDIVIDUALLY WRAPPED MUFFINS** | | | | |
| 08858 | 51% Whole Grain Apple Cinnamon Muffin | 48 IW Muffins | 1 Muffin | 2 | N/A | 8 Days    |
| 08860 | 51% Whole Grain Blueberry Muffin | 48 IW Muffins | 1 Muffin | 2 | N/A | 8 Days   |
| 08861 | 51% Whole Grain Banana Muffin | 48 IW Muffins | 1 Muffin | 2 | N/A | 8 Days   |
| 08862 | 51% Whole Grain Double Chocolate Muffin | 48 IW Muffins | 1 Muffin | 2 | N/A | 8 Days   |
| 41322 | 51% Whole Grain Blueberry Muffin | 24 IW Muffins | 1 Muffin | 4 | N/A | 8 Days  |
| 41324 | 51% Whole Grain Double Chocolate Muffin | 24 IW Muffins | 1 Muffin | 4 | N/A | 8 Days  |
| ChefPierre® | | INDIVIDUALLY WRAPPED DANISHES* | | | | |
| 08349 | Assorted Danish Variety Pack | 24 IW Pastries | 1 Pastry | Varies | N/A | 21 Days |
| 08356 | Orchard Apple Danish | 24 IW Pastries | 1 Pastry | 3.25 | N/A | 21 Days |
| 08357 | Cheese Danish | 24 IW Pastries | 1 Pastry | 2.25 | N/A | 21 Days |
| ChefPierre® | | INDIVIDUALLY WRAPPED CORNBREAD** | | | | |
| 08863 | Mini Cornbread Loaf | 48 IW Loaves | 1 Loaf | 2 | N/A | 10 Days |



CLEANER LABEL

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- NO Artificial Flavors
- NO Colors From Artificial Sources
- NO High Fructose Corn Syrup



TASTES TO FEEL GOOD ABOUT

Whole grain options with exceptional taste and quality.



SMART SNACK COMPLIANT

Products that meet or exceed Smart Snacks in School nutrition standards.

*Kosher OU-D **Kosher KVH-D

Generate all-day profits with safe individually wrapped baked goods from Sara Lee Frozen Bakery.

[SaraLeeFrozenBakery.com/Foodservice](https://www.SaraLeeFrozenBakery.com/Foodservice)