



**FROZEN  
BAKERY**

## Put more profits on the calendar.

Make every month a profitable opportunity to sell more pie. Use this calendar to identify key holidays matched to perfect pie pairings.

Featuring pies from **ChefPierre** 

Serve these popular flavors all fall:  
Pecan • Pumpkin • Apple • Caramel

Menu these favorites all year: Chocolate • Apple



## Feature the seasonal flavors your patrons crave.

EVENT	RECOMMENDED FAVORITES	MORE GREAT OPTIONS
<b>National Apple Month</b>	#00879 Apple Lattice Pre-Baked Pre-Sliced Pie (8 slices) #09260 Apple Pre-Baked Hi-Pie®	#09366 Dutch Apple Pre-Baked Pre-Sliced Hi-Pie® (8 slices) #07129 Traditional Apple Pre-Baked Pie
<b>Oktoberfest</b>	#09260 Apple Pre-Baked Hi-Pie® #09366 Dutch Apple Pre-Baked Pre-Sliced Hi-Pie® (8 slices)	#09348 Chocolate Brownie Open Face Pre-Baked Pre-Sliced Pie (10 slices) #09368 Pumpkin Spice Latte Pre-Sliced Pie (8 slices)
<b>National Dessert Day</b>	#09348 Chocolate Brownie Open Face Pre-Baked Pre-Sliced Pie (10 slices)	#07185 Chocolate Mint Cream Layer Pie
<b>Sweetest Day</b>	#09298 Crème de la Cream Cookies & Cream Pie	#09383 Luxe Layers® Chocolate Mousse Caramel Pre-Sliced Pie (10 slices) #07180 Fruit de la Cream Strawberries & Cream Pie
<b>Halloween</b>	#09368 Pumpkin Spice Latte Pre-Sliced Pie (8 slices) #09366 Dutch Apple Pre-Baked Pre-Sliced Hi-Pie® (8 slices)	#05481 Caramel Apple Nut Hi-Pie®
<b>National Pumpkin Day</b>	#07166 Pumpkin Pre-Baked Pre-Sliced Pie (8 slices) #05824 Pumpkin Pre-Baked Pie	#09372 No Sugar Added Pumpkin Pre-Baked Pre-Sliced Pie (8 slices) #09368 Pumpkin Spice Latte Pre-Sliced Pie (8 slices)
<b>Election Day</b>	#09260 Apple Pre-Baked Hi-Pie®	#09282 Blueberry Unbaked Hi-Pie® #09278 Cherry Unbaked Hi-Pie®
<b>Veterans Day</b>	#05451 Strawberry Cobbler	#00879 Apple Lattice Pre-Baked Pre-Sliced Pie (8 slices) #07181 Chocolate Cream Layer Pie
<b>Thanksgiving</b>	#07166 Pumpkin Pre-Baked Pre-Sliced Pie (8 slices) #09260 Apple Pre-Baked Hi-Pie®	#07165 Pecan Pre-Baked Pre-Sliced Pie (8 slices)
<b>Christmas</b>	#09383 Luxe Layers® Chocolate Mousse Caramel Pre-Sliced Pie (10 slices)	#09260 Apple Pre-Baked Hi-Pie® #07166 Pumpkin Pre-Baked Pre-Sliced Pie (8 slices)
<b>New Year's Eve</b>	#07185 Chocolate Mint Cream Layer Pie #05059 Blackberry Unbaked Hi-Pie®	#07165 Pecan Pre-Baked Pre-Sliced Pie (8 slices)

OCTOBER – DECEMBER

### GET PROFITABLE WITH OFF-PREMISE

Offer desserts to go or with meal bundles to increase check averages!

Operators saw a  
**29%**  
increase on  
check averages  
by adding pie  
NPD Crest 2020

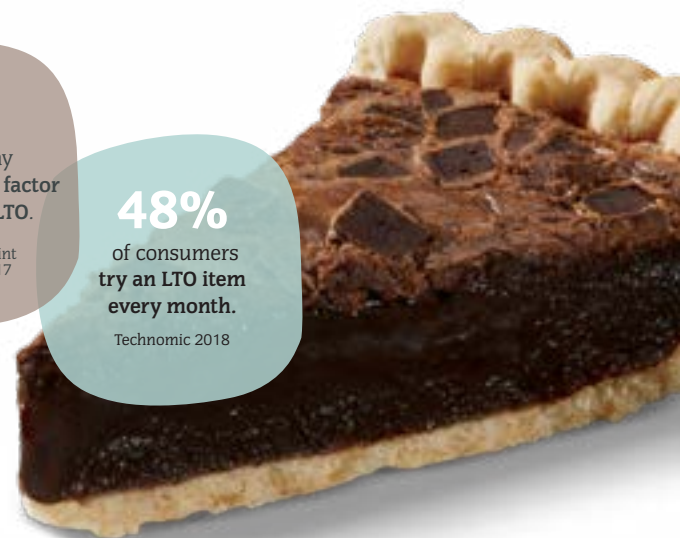


**60%**  
of operators say  
seasonality is a key factor  
for a successful LTO.

Datassential Blueprint  
for LTO Success 2017

**48%**  
of consumers  
try an LTO item  
every month.

Technomic 2018



Discover more tools to help boost sales all year.

[SaraLeeFrozenBakery.com/Foodservice](http://SaraLeeFrozenBakery.com/Foodservice)