



**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 summer:  
Lemon • Strawberry • Blueberry • Peach • Cherry

Menu these favorites all year: Chocolate • Apple



## Feature the seasonal flavors your patrons crave.

EVENT	RECOMMENDED FAVORITES	MORE GREAT OPTIONS
<b>National Blueberry Month</b>	#00889 Blueberry Lattice Pre-Baked Pre-Sliced Pie (8 slices) #09282 Blueberry Unbaked Hi-Pie®	#09379 Luxe Layers® Blueberry Lemon Meringue Pre-Sliced Pie (10 slices)
<b>Independence Day</b>	#09379 Luxe Layers® Blueberry Lemon Meringue Pre-Sliced Pie (10 slices) #09260 Apple Pre-Baked Hi-Pie®	#09348 Chocolate Brownie Open Face Pre-Baked Pre-Sliced Pie (10 slices)
<b>National Chocolate Pecan Pie Day</b>	#09347 Chocolate Bourbon Pecan Open Face Pre-Baked Pre-Sliced Pie (10 slices) #07165 Pecan Pre-Baked Pre-Sliced Pie (8 slices)	#08752 Southern Pecan Pie
<b>National Peach Pie Day</b>	#07174 Peach Lattice Pre-Baked Pre-Sliced Pie (8 slices) #07128 Peach Lattice Pre-Baked Pie	#09283 Peach Unbaked Hi-Pie® #05485 Peachberry Unbaked Hi-Pie®
<b>National Banana Lovers Day</b>	#09296 Creme de la Cream Banana Pie	#07149 Classic Banana Cream Pie
<b>Labor Day</b>	#09260 Apple Pre-Baked Hi-Pie®	#09348 Chocolate Brownie Open Face Pre-Baked Pre-Sliced Pie (10 slices) #07163 Lemon Meringue Pre-Sliced Pie (8 slices)
<b>National Apple Dumpling Day</b>	#07159 Apple Dumpling with Cinnamon Sauce (18 count)	
<b>National Key Lime Pie Day</b>	#07160 Key Lime Meringue Icebox Pie #05145 Key Lime Meringue Pie	#08166 Gourmet Individual Key Lime Cream Pie #08753 Islander's Key Lime Pre-Sliced Pie (14 slices)
<b>National Strawberry Cream Pie Day</b>	#07180 Fruit de la Cream Strawberries & Cream Pie #07153 Strawberry Cream Pie	

JULY – SEPTEMBER

### 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)