



**FROZEN
BAKERY**

Put more profits on the calendar.

Make every month an opportunity to sell more pie. We've created this helpful calendar of events, holidays and special occasions and matched them with the perfect pies to celebrate the season.

Featuring pies from **ChefPierre®**

Serve these popular flavors all winter:
Berry • Pecan • Cherry • Banana

Menu these favorites all year: Chocolate • Apple



Feature the seasonal flavors your patrons crave.

EVENT	RECOMMENDED FAVORITES	MORE GREAT OPTIONS
National Pie Day	#00879 Apple Lattice Pre-Sliced Pie, 8-cut	#09260 Apple Pre-Baked Hi-Pie®
	#07174 Peach Lattice Pre-Sliced Pie, 8-cut	#09283 Peach Unbaked Hi-Pie®
Super Bowl Sunday	#09298 Cookies & Cream Crème de la Cream Pie	#07132 Fruits of the Forest Unbaked Hi-Pie®
	#09285 Fruits of the Forest Unbaked Hi-Pie®	
Valentine's Day	#07162 French Silk Pre-Sliced Pie, 8-cut	#09299 Gourmet French Silk Pie
	#05451 Strawberry Cobbler	
President's Day	#09282 Blueberry Unbaked Hi-Pie®	#00889 Blueberry Lattice Pre-Sliced Pie, 8-cut
	#09278 Cherry Unbaked Hi-Pie®	#00888 Cherry Lattice Pre-Sliced Pie, 8-cut
National Cherry Pie Day	#09278 Cherry Unbaked Hi-Pie®	#00888 Cherry Lattice Pre-Sliced Pie, 8-cut
Mardi Gras	#09377 Sweet Potato Pre-Sliced Pie, 10-cut	#00880 Sweet Potato Pre-Sliced Pie, 8-cut
	#09347 Bourbon Chocolate Pecan Pre-Sliced Pie, 10-cut	#07111 Blackberry Unbaked Pie
	#05059 Blackberry Unbaked Hi-Pie®	
National Banana Cream Pie Day	#09296 Creme de la Cream Banana Pie	#07149 Classic Banana Cream Pie
Pi Day	#00879 Apple Lattice Pre-Sliced Pie, 8-cut	#09270 Apple Unbaked Hi-Pie®
	#09282 Blueberry Unbaked Hi-Pie®	#00889 Blueberry Lattice Pre-Sliced Pie, 8-cut
March Madness	#09348 Chocolate Brownie Pre-Sliced Pie, 10-cut	#07162 French Silk Pre-Sliced Pie, 8-cut
	#00879 Apple Lattice Pre-Sliced Pie, 8-cut	#09270 Apple Unbaked Hi-Pie®
St. Patrick's Day	#09348 Chocolate Brownie Pre-Sliced Pie, 10-cut	#09347 Bourbon Chocolate Pecan Pre-Sliced Pie, 10-cut
	#07185 Chocolate Mint Cream Layer Pie Topped with Chocolate Shavings	

JANUARY – MARCH

60%

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

Datassential Blueprint for LTO Success 2017

72%

of millennials say **new flavors & menu launches** are important attributes when visiting restaurants.

Technomic 2019

48%

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

Technomic 2018

PIES WITH PERKS

Pre-Baked Pies
decrease labor and waste.

Pre-Sliced Pies
nearly eliminate labor and waste.

Hi-Pies®
feature over a pound of fruit in every pie.

Discover more tools and inspiring recipes to help boost pie sales all year long.

SaraLeeFrozenBakery.com/Foodservice