



**FROZEN BAKERY**

Making Life's Moments  
**a Little Sweeter.**

**SARA LEE MINI CHEESECAKES AWARDED CSP'S 2020 RETAILER CHOICE BEST NEW PRODUCT**

**Oakbrook Terrace, Ill. – November 5, 2020** – Sara Lee Frozen Bakery is thrilled to announce our new Sara Lee® Individually Wrapped Mini Cheesecakes have been named the Foodservice product winner in CSP's 2020 Retailer Choice Best New Products Contest (BNPC)!

The BNPC recognizes the most innovative and inspiring product launches from the past year with winning products selected by c-store retailers. Our new Sara Lee Individually Wrapped Mini Cheesecakes are perfectly portioned to satisfy anytime cravings and feature our innovative Peel & Plate™ format for easy anytime eating.

To find out more about our new Sara Lee Individually Wrapped Mini Cheesecakes visit <https://saraleefrozenbakery.com/foodservice/iw-mini-cheesecakes>

**NEW SARA LEE®  
INDIVIDUALLY WRAPPED  
MINI CHEESECAKES**

One-of-a-kind cheesecakes from the #1 retail cheesecake brand<sup>1</sup>

RETAILER CHOICE

**CSP**

**BEST NEW  
PRODUCT**

**WINNER 2020**

Satisfy anytime cravings with perfectly portioned indulgence.  
[SaraLeeFrozenBakery.com/MiniCheesecakes](https://SaraLeeFrozenBakery.com/MiniCheesecakes)

<sup>1</sup>Nielsen, Total U.S. xAOC, Latest 52 weeks, W/E 05/23/20

Sara Lee FROZEN BAKERY | | | | | |

Making life's moments a little sweeter.





FROZEN BAKERY

Making Life's Moments  
**a Little Sweeter.**

**About Sara Lee Frozen Bakery:**

Sara Lee Frozen Bakery is an industry-leading maker of frozen bakery and desserts, committed to delivering quality and value for every foodservice, retail and in-store bakery need. The company's growing family of brands includes Sara Lee®, Chef Pierre®, Van's®, Bistro Collection®, Superior on Main® and Cyrus O'Leary's®. Sara Lee Frozen Bakery is headquartered in the Chicago suburb of Oakbrook Terrace with a state-of-the-art Research & Development facility and bakeries in Massachusetts, Michigan, North Carolina and Washington. Using carefully sourced ingredients and time-honored recipes, the company is committed to making life's moments a little sweeter, putting its customers first and discovering new ways to make everyone's favorite foods even better. To learn more, visit [www.SaraLeeFrozenBakery.com](http://www.SaraLeeFrozenBakery.com).

###

**Media Contact:**

Natalie Boscia, Natalie B Public Relations  
[natalie@nataliebpr.com](mailto:natalie@nataliebpr.com) | 773.317.1088

