



THREE-FOR-ALL

ULTIMATE BROWNIE BAR • LEMON LOVER'S BAR® • BLONDIE



RAISE
THE BARS

SPECS
& PREP

PROMOTE
& PROFIT

ONE DYNAMIC TRIO



Luscious Lemon Bars. Beautiful Blondies. Undeniable Ultimate Brownies.

Some like one for an afternoon indulgence. Others prefer a flight to sample when the craving strikes. No matter how they're enjoyed, Three-for-All combines these top-selling snack and dessert bars into one unforgettable experience. Now it's easier than ever to order and offer the decadent flavors your customers can't resist.



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TECHNOMIC SAYS



62%

OF CONSUMERS
WANT MORE

**HANDHELD,
READY-TO-
EAT FOODS**



54%

OF CONSUMERS

**PURCHASE
ON IMPULSE,**

ESPECIALLY WHEN
ITEMS ARE DISPLAYED
NEAR CHECKOUT



50%

OF CONSUMERS
WHO EAT SNACKS
AWAY FROM
HOME

**DO IT
EN-ROUTE**



48%

OF PATRONS EAT
DESSERT AT A

**DIFFERENT
LOCATION**

THAN THEIR MEAL



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BARS FOR NEAR OR FAR



Stand-alone gourmet desserts, exceptional shareable platters or bite-sized trios to go – these beautiful bars cut it any way you choose.

- Anytime treats that increase check averages and drive impulse purchases.
- Hand finished for an upscale, gourmet appearance that stands out on menus and the display case.
- Thaw-and-serve convenience.
- Perfect-serve tray with cutting guides for easy portioning.

Mini bite-sized portions of all three bars add a classy finishing touch to any catered event.

- Simply place cut pieces in a straight line on serving platters set at different heights with risers. Let guests help themselves.
- Keep extra cases of each product on hand. Compact master cases require relatively little freezer space.
- Easy prep, gourmet appearance and on-trend flavors make these bars the perfect option for last-minute catering requests.

Find to-go resources to help you capitalize on to-go occasions at [SaraLeeFrozenBakery.com/Foodservice/To-Go](https://www.SaraLeeFrozenBakery.com/Foodservice/To-Go)



To-go containers available on Amazon.com or through your foodservice distributor.

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CULINARY INSPIRATION



Lemon à la Mode

Lemon Lover's Bar® topped with strawberry ice cream, fresh diced strawberries and whipped topping.



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CULINARY INSPIRATION



Lemon Kabobs

Lemon Lover's Bar® and fresh blackberry skewers served with Chantilly cream and berry sauce.



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CULINARY INSPIRATION



Lemon Lover's Parfait

Salted Caramel Pretzel Crust Brownie Bites
and Lemon Lover's Bar® parfait to go.

Get more info on
#08963 Salted Caramel
with Pretzel Crust
Brownie Bar [Here](#). Or
contact your foodservice
distributor to order.

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CULINARY INSPIRATION



Lemon Strawberry Drizzle

Lemon Lover's Bar® topped with fresh whipped cream, sliced strawberries and strawberry puree.



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CULINARY INSPIRATION



Salted Caramel S'mores

Salted Caramel Brownie with Pretzel Crust with toasted marshmallow and chocolate sauce.

Get more info on #08963 Salted Caramel with Pretzel Crust Brownie Bar [Here](#). Or contact your foodservice distributor to order.

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CULINARY INSPIRATION



Salted Caramel Finger Tray

Salted Caramel Brownie with Pretzel Crust served along side fresh whipped cream, chocolate and caramel sauces.

Get more info on #08963 Salted Caramel with Pretzel Crust Brownie Bar **Here**. Or contact your foodservice distributor to order.



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CULINARY INSPIRATION



Lemon Trifle

Lemon Lover's Bar® trifle with lemon curd custard, whipped topping and fresh berries.



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CULINARY INSPIRATION



Lemon Triangle

Lemon Lover's Bar® triangle topped with toasted meringue garnished with berry sauce.



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CULINARY INSPIRATION



Brownie a la Mode

Salted Caramel Brownie with Pretzel Crust sundae.

Get more info on #08963 Salted Caramel with Pretzel Crust Brownie Bar [Here](#). Or contact your foodservice distributor to order.



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Order product through your authorized food distribution company.

#08574

**Bistro Collection® Ultimate
Brownie Gourmet Dessert Bar**

4 trays/case, 44 oz.



#08572

**Bistro Collection® Blondie
Gourmet Dessert Bar**

4 trays/case, 37 oz.



#08570

**Bistro Collection®
Lemon Lover's Bar®**

4 trays/case, 44 oz.



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Each individual case is packed with four solid full-sheet bars protected by an open cardboard tray wrapped in cellophane.

1. Open the case and remove the top cardboard tray.
2. Spread the tray sides open. Cut the brownies, blondies and lemon bars right on the cardboard surface. For the Three-for-All promotional offering, we recommend cutting each full-sheet bar into 48 individual pieces.

NOTE: Each tray is pre-marked for 16 full-size portions. When you cut smaller sizes, we recommend adding a mark between the pre-marks on all four sides of the cardboard tray. Using that as a guide, you'll be able to cut 48 perfect pieces from each tray.

3. For the cleanest edge, cut the products while they're still frozen. Be sure to use a sharp knife.

TIP: Heat the knife under hot water, wipe dry, then make your cuts. Repeat as necessary to make cutting easier.

4. Use a different platter for each flavor and display at different heights using risers. Invite customers to choose any three bars for a set price. Individual portions may seem modest, yet together the trio makes a satisfying dessert or snack.



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SUGGESTED SELLING PRICE



THREE-FOR-ALL OFFERING

PRODUCT DESCRIPTION	PORTION SIZE	SUGGESTED SELLING PRICE*	APPROXIMATE PRODUCT COST %
Lemon Lover's Bar®	48 per tray	Any 3 for \$2.59	40%
Blondie Bar	48 per tray	Any 3 for \$2.59	40%
Ultimate Brownie Bar	48 per tray	Any 3 for \$2.59	40%

*Not actual pricing. Use for illustrative purposes only.

SINGLE PORTION

PRODUCT DESCRIPTION	PORTION SIZE	SUGGESTED SELLING PRICE*	APPROXIMATE PRODUCT COST %
Lemon Lover's Bar®	16 per tray	Each \$2.59	40%
Blondie Bar	16 per tray	Each \$2.59	40%
Ultimate Brownie Bar	16 per tray	Each \$2.59	40%

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Three-for-All gives you an exciting LTO platform to help attract infrequent and non-customers. We provide a wide range of appealing merchandising and POS tools customized to fit your operation.

DIGITAL MESSAGING

Download screensavers and backgrounds for desktop, tablet and mobile devices. Update internet and intranet homepages.

POSTERS & FLYERS

Download, print and post on department bulletin boards, in lobbies and at other high-traffic points around the facility – with client/administration permission. Consider coordination with the mailroom for desk drops.

MENU INSERT OR TABLE TENT

Promote LTOs and special deals throughout the week, and keep your menu rotating to draw repeat visits.



DIGITAL GRAPHIC



POSTER



FLYER



TABLE TENT

**DOWNLOAD
THREE-FOR-ALL**
graphics & merchandising.

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THANK YOU

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