



FROZEN BAKERY

**SIMPLY
DELICIOUS
CHEESECAKES.**



Baked Simple

- Comfort in Every Cheesecake -

BAKED IN
COMFORT

BAKED
SIMPLE

RECIPE
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Baked *in* Comfort

Sara Lee Frozen Bakery is committed to supporting your operation during these challenging times. We value the trust you place in us to provide premium bakery options dedicated to safety and quality that continue to make every moment more memorable.

Baked in Comfort is at the heart of our promise to you: Baked Special. Baked Safe. Baked Simple. Three ways we're working hard to deliver comforting solutions that satisfy consumer demands.

Our cheesecakes are Baked Simple – making it easy for you to serve elegant desserts without the extra work.

SEE HOW WE'RE BAKING COMFORT INTO EVERYTHING WE DO [▶](#)





AMERICA'S FAVORITE BAKERY FOR GOOD REASONS

Sometimes the simplest delights are the best part of the day. A slice of cheesecake can make a single moment truly special. Sara Lee® has always baked for these moments — putting our passion to work through timeless and on-trend recipes and flavorful dessert favorites in easy thaw-and-serve formats that continue to find a home at the heart of your foodservice menu.

- Cheesecake provides the ultimate offering to increase snack and dessert sales throughout the day
- Convenient, versatile cheesecakes including pre-sliced options, popular flavors and flexible formats that fit any menu
- Simply thaw and serve as is or customize and add an upcharge to create a profitable, memorable eating experience



Baked Simple

Crafted using our classic, proprietary recipe loved for generations, our cheesecakes are baked simply to provide back-of-house convenience and comforting indulgence.

- Multiple selections with quality, carefully sourced ingredients
- A trusted brand with over 85 years of cheesecake experience
- Time-honored recipes loved by consumers
- Now offering cleaner label options

- NO Artificial Flavors
- NO Colors from Artificial Sources
- NO High Fructose Corn Syrup

Sara Lee® is the #1 cheesecake in retail

Nielsen, Total U.S. xAOC; Latest 52 weeks, W/E 04/02/22

YOUR EXPERT PARTNER

Our team of bakery experts is constantly innovating new ways to serve a better cheesecake. From recipe improvements to culinary inspiration, we're here to help your menu thrive. We're always seeking new ways to improve, including our most recent portfolio enhancements. Whether for dine in or to go, our cheesecakes provide a greater variety of formats and price points so you can easily and efficiently offer your guests their favorite treat.

New York Style • French Style

84% of consumers are **eating more** or the same amount of **cheesecake** as the prior year.

Datassential
Dessert Keynote 2021

63% of consumers prefer classic desserts like cheesecake

Sara Lee Frozen Bakery
Menuvision 2019

DELICIOUS, EVEN MORE DELECTABLE

- ✓ Authentic, time-honored recipe
- ✓ Greater homemade, artisanal appearance – a perfect golden yellow color
- ✓ Better balance of cream cheese and vanilla flavor – rich and creamy
- ✓ Enhanced crust – buttery, sweet graham flavor with hints of vanilla and brown sugar
- ✓ The ideal cheesecake texture – creamy and smooth, thick and dense
- ✓ Better plating hold – maintains proper presentation for on-site dining or to go



CHEESECAKES FOR EVERY TASTE

New York Style Cheesecakes

Our New York Style cheesecakes feature enhanced cream cheese flavor and sweetness that better capture the defining qualities of this variety.

- Pre-baked and pre-sliced requiring little labor
- Standard, Tall and Hi-Rise® options with enticing plate appeal
- Rich cream cheese flavor and smooth texture
- No artificial flavors, no colors from artificial sources and no high fructose corn syrup

EXPLORE NEW YORK STYLE CHEESECAKES ➤

French Style Cheesecakes

Menu our French Style for a lighter cheesecake experience. A hint of lemon brightens the whipped cream cheese filling and an oatmeal crumb crust adds a complementary crunch.

- Filling offers fluffier texture with less density
- No artificial flavors, no colors from artificial sources and no high fructose corn syrup
- Thaw, slice and portion as needed
- Affordable option for economy serving

EXPLORE FRENCH STYLE CHEESECAKES ➤

53% of consumers absolutely love New York Style Cheesecake

Sara Lee Frozen Bakery
Menuvision 2019

Plain New York-style cheesecake is the top consumed variety with nearly 1 in 5 consumers stating it was their last variety consumed.

Datassential Dessert
Keynote 2021



CHEF'S CREATIONS & CARRYOUT COMFORTS

Bring comfort to consumers with a twist on the favorites they love. Easily elevate our cheesecakes with on-hand ingredients like caramel sauce, crumbled bacon or candied nuts. Dip slices in melted chocolate or house-made glazes for a standout sweet. **Sara Lee Frozen Bakery cheesecakes are the only cheesecakes you need in your inventory for the variety your customers seek.**



As a special stand-alone dessert or part of a meal bundle, package cheesecake in to-go containers with signature sauces and toppings for enjoyment anywhere.

[VIEW OUR CARRYOUT & DELIVERY SOLUTIONS](#) >

[VIEW MORE CULINARY-INSPIRATION](#) >

MINI BAKLAVA CHEESECAKE BITES >



[VIEW RECIPE ASSEMBLY](#)



CARAMEL CHOCOLATE CHIP BROWNIE CHEESECAKE SUNDAE >



[VIEW RECIPE ASSEMBLY](#)



SPICY DARK CHOCOLATE CHEESECAKE POPS >



[VIEW RECIPE ASSEMBLY](#)



Digital ordering represents 13% of restaurant traffic.

And desserts are being ordered more than their fair share at these occasions, especially for QSR.

NPD Group/ CREST® YE
December '21

Consumers order more than their fair share of desserts via digitally compared to traffic, both for carry-out and delivery visits.

NPD Group/ CREST® YE
December '21

Digital ordering has increased by more than 6 billion orders in two years.

Digital ordering is up +182%

NPD Group 2021
(May 2021 vs. 2019)

FUNKY MONKEY CHEESECAKE BITES > (see recipe PDF)



SCAN FOR RECIPE VIDEO

[VIEW RECIPE ASSEMBLY](#)



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SKU	DESCRIPTION	HEIGHT	UNITS/CASE	PIECES/UNIT	INDIVIDUAL WEIGHT (OZ)	CASE GROSS WEIGHT (LBS)	TIER	
SARA LEE® PRE-CUT NEW YORK STYLE CHEESECAKES – 10" ROUND								
07117	New York Style Cheesecake No Sugar Added Traditional, smooth, creamy texture, on a delicious graham crust, with no sugar added.	Standard	4 Cheesecakes	16 Pre-Cut Slices	58	17.38	Premium	
08074	New York Style Cheesecake Traditional, thick, dense and rich texture balanced with cream cheese flavor and hints of vanilla on a buttery graham crust. Retail-Ready Carton.	Standard	4 Cheesecakes	16 Pre-Cut Slices	71	21.31	Premium	
08077	New York Style Hi-Rise® Cheesecake Smooth, creamy texture, with delicate cream cheese flavor, on a delicious graham crust. Exceptional plate appeal.	Hi-Rise®	2 Cheesecakes	16 Pre-Cut Slices	131	18.79	Premium	
08078	New York Style Cheesecake Traditional, thick, dense and rich texture balanced with cream cheese flavor and hints of vanilla on a buttery graham crust.	Standard	4 Cheesecakes	16 Pre-Cut Slices	71	20.58	Premium	
08117	New York Style Tall Cheesecake Smooth, creamy texture with balanced cream cheese flavor, on a delicious graham crust.	Tall	2 Cheesecakes	14 Pre-Cut Slices	102	15.25	Premium	
08065	New York Style Graham-Topped Cheesecake Graham-topped cheesecake, with creamy soft and light texture, on delicious sweet graham crust.	Standard	4 Cheesecakes	16 Pre-Cut Slices	68	20.51	Classic	
SARA LEE® FRENCH CREAM CHEESECAKES								
08018	French Cream Cheesecake Light, whipped & fluffy texture, cold set on an oatmeal crumb crust.	Standard	4 Cheesecake Trays 8 x 15"	Varies	73	20.91	Classic	
08076	French Cream Cheesecake Light, whipped & fluffy texture, cold set on an oatmeal crumb crust.	Standard	8 Cheesecakes	Varies	42	24.28	Classic	
BISTRO COLLECTION® GOURMET CHEESECAKE – 10" ROUND								
08083	New York Style Gourmet Cheesecake Variety Pack One each of Plain, Chocolate Marble, Butter Pecan, Double Chocolate.	Standard	4 Cheesecakes	16 Pre-Cut Slices	Varies	20.16	Gourmet	
08745	New York Style Caramel Pecan Cheesecake Drizzled with caramel, chocolate chunks, pecans and chocolate pecan truffle on a chocolate cookie crumb crust.	Standard	2 Cheesecakes	14 Pre-Cut Slices	87	13.25	Gourmet	
Cleaner Label Improved Taste & Texture Made with Real Cream Cheese Height: Standard Tall Hi-Rise® Traditional: denser texture Creamy: lighter texture								



**CLICK FOR
CHEESECAKE
TIPS AND
INSPIRATION**

Explore how our Cheesecakes will add profitable appeal to your menu.

[SaraLeeFrozenBakery.com/Foodservice/Cheesecakes](https://www.SaraLeeFrozenBakery.com/Foodservice/Cheesecakes)



FROZEN BAKERY



Making life's moments a little sweeter.

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