



DRINKABLE DELIGHTS

MILKSHAKES ARE
SHAKING UP THE
DESSERT CATEGORY



FROZEN BAKERY

SEASONAL FAVORITES

featuring pies from **ChefPierre®**

WHAT'S SHAKING

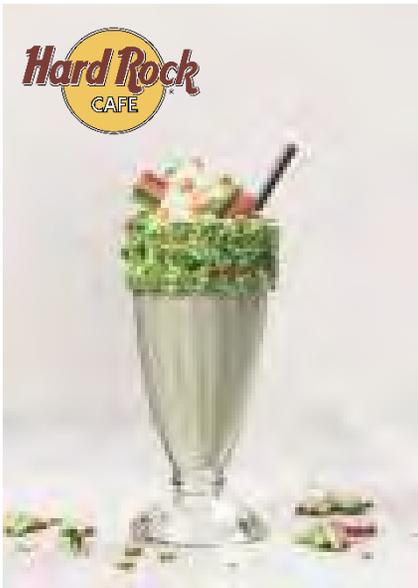
Milkshakes piled high with everything but the kitchen sink are shaking up dessert and snack menus across the industry. Influenced by the introduction of the “freak shake” – frozen treats adorned with a wide assortment of indulgent toppings possess strong visual appeal and score very high with consumers.

Dataessential 2019



WHAT'S SHAKING

Supercharged drinkable desserts are among the coolest trends in the market. The Dairy Queen Blizzard sets the standard with two dozen flavors and others follow the big-flavor, big-appeal trend.



END OF THE RAINBOW POT OF GOLD MILKSHAKE (\$8.50)



PEPPERMINT CHIP MILKSHAKE (\$4.59)



FROZEN HOT CHOCOLATE MILKSHAKE (\$4.69)



KEY LIME CONCERT (\$4.59)



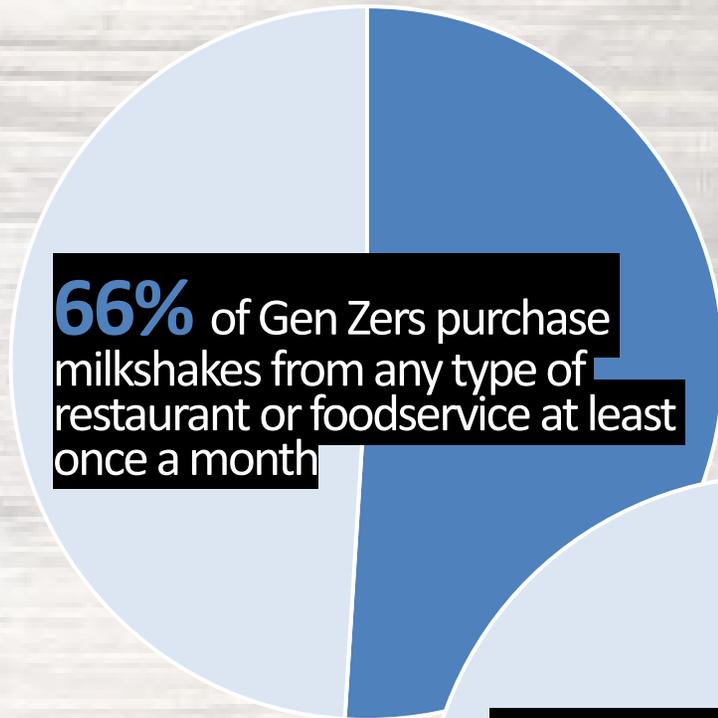
SEASONAL FAVORITES

WHY PIE (SHAKES)

Restaurants across America – from fast casual to chains to independents – have been reinventing milkshakes, and it's shaking up profits in a big way. With the right demographics and location, some of these cool creations are commanding up to \$17 a glass! Isn't it time for you to capitalize? Use our simple chef-inspired tips to give your establishment the edge with crave-worthy pie shakes featuring Chef Pierre® Pies.



Millennials and Gen Zers Crave Milkshakes



PROFITABLE AND DRINKABLE

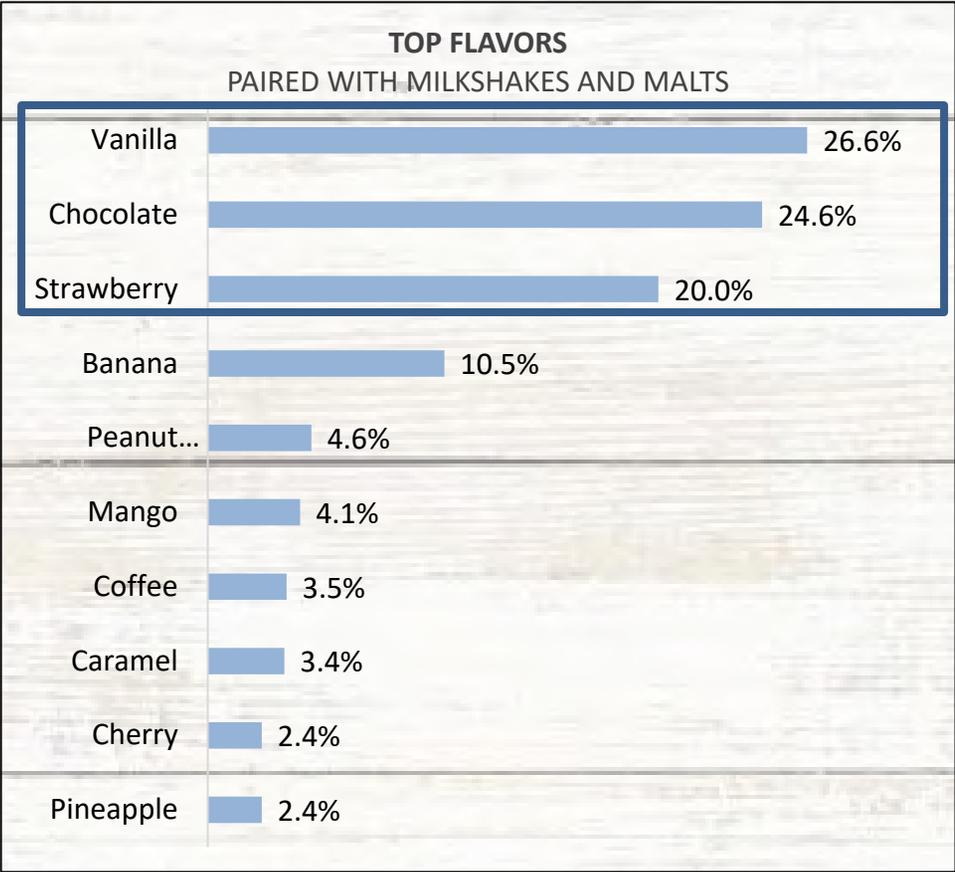
Sara Lee Frozen Bakery® makes it easy for you to pour more profits. Lovers of apple pie à la mode can enjoy America's favorite dessert through a straw! Check out our recipe on the next page.

PRO TIP

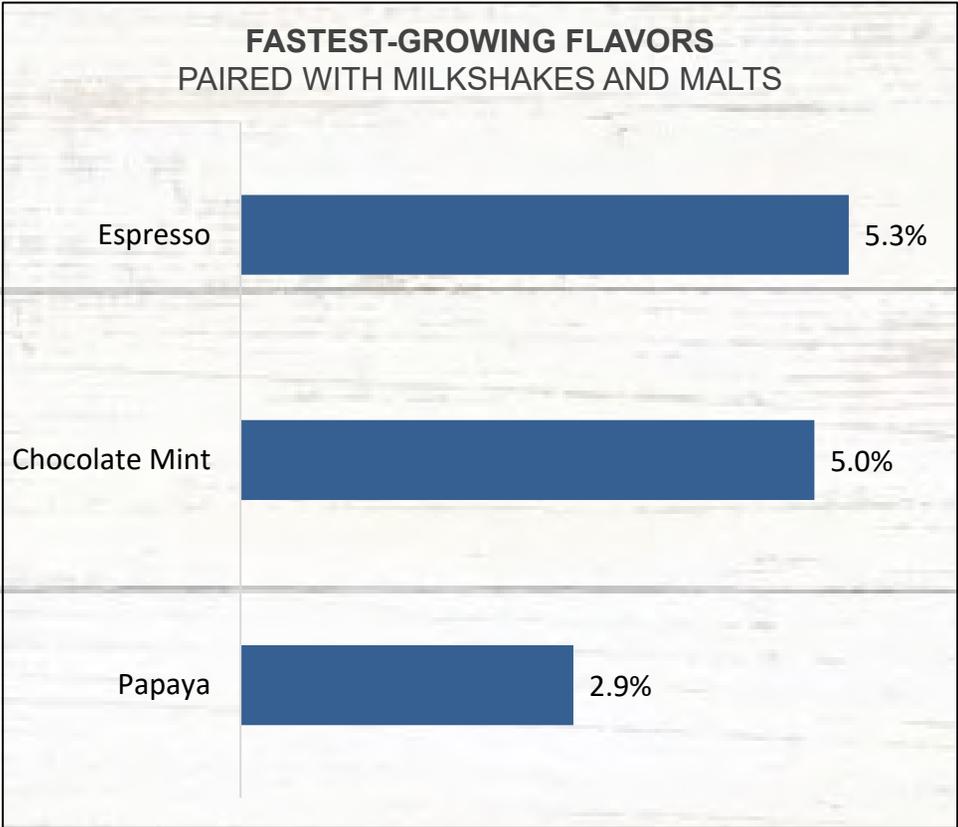
You can play it mainstream with a simple blend of apple pie, ice cream and milk, but we recommend spicing it up. These drinkable delights can be positioned as a premium offering and will command an above-average dessert price point.

 FROZEN BAKERY
SEASONAL FAVORITES

THREE FLAVORS REPRESENT OVER 70% OF ALL MILKSHAKES



Pair other flavors with Vanilla, Strawberry & Chocolate to create craveable milkshake mash-ups



Consumers are interested in new milkshake flavors with the most popular being espresso flavored.

Base: 2,007 Menu Items across 819 operators with 5 Year Historical Menus in Q4 2019 - Q4 2020
Source: Technomic Ignite menu data

SPICY CINNAMON APPLE PIE SHAKE WITH SALTED CARAMEL CHURRO

MAKES 32 OZ (2 SERVINGS)

Creamy vanilla ice cream blended with an entire slice of Michigan Apple Pie and garnished with a warm cinnamon churro, salted caramel sauce and cinnamon candies. All topped with house-made whipped cream. For a boozy shake, add a shot of cinnamon whiskey!

INGREDIENTS

- 1 slice (10- cut) #09260 or #09270 Chef Pierre® Apple Hi-Pie®, prepared
- 3 ½ C Whole milk
- 3 scoops Vanilla ice cream
- 1 ½ Tbsp Cinnamon imperial candies, separated
- 3 Tbsp Hershey's® Caramel Sauce
- 1 tsp Flaked sea salt
- 2 Tbsp Whipped topping
- 1 3-inch fried churro

DIRECTIONS – FOR COMMERCIAL RESTAURANTS

- 1 Place prepared pie slice into blender. Add milk, ice cream and 1 Tbsp cinnamon candies.
- 2 Over low heat, warm the caramel sauce and sea salt.
- 3 Pulse blender for 10 seconds, then blend until smooth.
- 4 Portion shake into chilled glass. Top with whipped topping and drizzle with warmed salted caramel sauce.
- 5 Garnish with churro and sprinkle with remaining cinnamon candies.





Blueberry Winter Milkshake

Featuring
Chef Pierre®
Blueberry Krunch Pie

Creamy vanilla ice cream blended with a slice of Blueberry Krunch pie, milk and blue food coloring. Topped with whipped cream and blue sprinkles.



70% of consumers say they are likely to purchase a favorite food or beverage from their childhood

Blueberry pie has grown
19%
over the past 4 years

Essential MenuTrends, 2021

32%
of consumers
(and 40% of 18- to 34-year-olds) say they like to try new and unique beverages offered at restaurants

Technomic, 2021

39%
of consumers would purchase a milkshake as a snack

Essential, 2021



Blueberry Winter Milkshake

Featuring
Blueberry Krunch Pie

Ingredients Yield: 1 serving

4 oz. scoop (#8 disher)	#5482 Chef Pierre® Blueberry Krunch Pie, baked and cooled
½ C (#8 disher)	Vanilla ice cream
¼ C	Whole milk
2	Drops of blue food coloring
2 Tbsp	Whipped cream
1 tsp	Blue sprinkles

Assembly

- 1 Place pie slice, ice cream, milk and food coloring in blender container, blend until smooth.
- 2 Pour into a tall glass.
- 3 Top with whipped cream and sprinkles.



Pumpkin Pie Milkshake

Featuring
ChefPierre
Pre-baked Pumpkin Pie

Creamy vanilla ice cream blended with a slice of pumpkin pie and milk. Topped off with whipped cream, pumpkin spice sauce and pie crust crumbles.



Operators are taking the seasonal favorite pumpkin pie and incorporating it as a flavor in shakes and coffee beverages

51%
of consumers think milkshakes are the most appealing non-alcoholic dessert
Technomic, 2019

36%
of consumers find pumpkin pie the most appealing pie flavor
Technomic, 2021

39%
of consumers would purchase a milkshake as a snack
Dataessential, 2021



Pumpkin Pie Milkshake

Featuring
Pre-baked
Pumpkin Pie

Ingredients Yield: 1 serving

4 oz. scoop (#8 disher)	#9281 Chef Pierre® Pre-baked Pumpkin Pie
½ C (#8 disher)	Vanilla ice cream
¼ C	Whole milk
½ C	Whipped cream or topping
2 Tbsp	Prepared pumpkin pie syrup
¼ tsp	Pumpkin pie spice blend

Assembly

- 1 Place pie, ice cream and milk in blender, blend until creamy.
- 2 Pour into clear glass.
- 3 Top with whipped cream.
- 4 Drizzle with pumpkin pie syrup.
- 5 Sprinkle with pumpkin pie spice blend.

MORE PIES TO SHAKE THINGS UP

Over-the-top milkshakes work perfectly with almost any Chef Pierre® pie! Try a few of our favorites.



JOYFULL ALMOND MILKSHAKE

- Chef Pierre Coconut Cream Pie(SKU# 07151)
- Chocolate Ice Cream
- Whole Milk
- Chocolate Cone Coating
- Almonds, Chopped
- Coconut Shavings

CHERRY PIE MILKSHAKE

- Chef Pierre Pre-Sliced Cherry Lattice Pie (#SKU# 00888)
- Old Fashioned Vanilla Ice Cream
- Whole Milk
- Bing Cherries



BLACK FOREST MILKSHAKE

- Chef Pierre Pre-Sliced Cherry Lattice Pie (#SKU# 00888)
- Chocolate Ice Cream
- Chocolate Fudge Topping
- Chocolate Chunks
- Bing Cherries

DUTCH APPLE PIE MILKSHAKE

- Chef Pierre Pre-Sliced Dutch Apple Hi Pie (SKU# 09366)
- Vanilla Bean Ice Cream
- Whole Milk
- Maple Sea Salt Granola



Blend the pie, ice cream and milk in a blender until smooth, Pour the milkshake into a glass



MORE PIES TO SHAKE THINGS UP

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BERRY BLAST MILKSHAKE

- Chef Pierre Pre-Sliced Blueberry Lattice Pie (#0889)
- Old Fashioned Vanilla Ice Cream
- Whole Milk
- Light Cream Whipped Topping
- Blueberries
- Mint

FUDGY FIRESIDE MILKSHAKE

- Chef Pierre Pre-Sliced Chocolate Cream Pie (SKU# 07150)
- French Vanilla Ice Cream
- Whole Milk
- Marshmallow Topping
- Cocoa Powder
- Chocolate Chips



CHUNKY MONKEY MILKSHAKE

- Chef Pierre Banana Cream Pie (SKU# 09296)
- Chocolate Peanut Butter Ice Cream
- Whole Milk
- Old Fashioned Chocolate Fudge Topping
- Peanuts
- Banana
- Coconut Shavings

SUPER LEMON MERINGUE MILKSHAKE

- Chef Pierre Pre-Sliced Lemon Meringue Pie (SKU# 07163)
- French Vanilla Ice Cream
- Whole Milk
- Lemon Juice
- Lemon



Blend the pie, ice cream and milk in a blender until smooth, Pour the milkshake into a glass



MORE PIES TO SHAKE THINGS UP

Over-the-top milkshakes work perfectly with almost any Chef Pierre® pie! Try a few of our favorites.



BOOZY MUDSLIDE MILKSHAKE

- Chef Pierre Gourmet French Silk Cream Pie (SKU# 09299)
- French Vanilla Ice Cream
- Coffee Liquor
- Vodka
- Old Fashioned Chocolate Fudge Topping
- Light Cream Whipped Topping
- Cocoa Powder



STRAWBERRIES N' CREAM MILKSHAKE

- Chef Pierre Strawberry & Cream Pie (SKU# 07180)
- French Vanilla Ice Cream
- Whole Milk
- Mini Marshmallows
- Fresh Mint
- Strawberries, halved



COOKIES N' CREAM MILKSHAKE

- Chef Pierre Cookies & Cream Pie (SKU# 09298)
- Cookies & Cream Ice Cream
- Whole Milk
- Chocolate Sandwich Cookies, Crumbled

CARAMEL PECAN PIE MILKSHAKE

- Chef Pierre Pre-Sliced Pre-Baked Pecan Pie (SKU# 07165)
- French Vanilla Ice Cream
- Whole Milk
- Caramel Topping
- Light Cream Whipped Topping
- Candied Pecans



SUMMER PEACH MILKSHAKE

- Chef Pierre Un-Baked Peach Hi Pie (SKU# 09283)
- French Vanilla Ice Cream
- Whole Milk
- Maple Sea Salt Granola



PUMPKIN PIE MILKSHAKE

- Chef Pierre Pre-Sliced Pre-Baked Pumpkin Pie (SKU# 07166)
- Old Fashioned Vanilla Ice Cream
- Whole Milk
- Light Cream Whipped Topping
- Pumpkin Spice



Blend the pie, ice cream and milk in a blender until smooth, Pour the milkshake into a glass