



# GROW A PROFITABLE BAKERY PROGRAM



09284 Chef Pierre® Apple  
Razzberry Unbaked Hi-Pie®

09290 Dutch Apple  
Unbaked Hi-Pie®

09273 Chef Pierre®  
Pecan Pre-Baked Pie

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## FROZEN BAKERY

You're in the growing business, and we're here to help that business grow even more. With three trusted brands known for quality, great taste and convenience, we bake all kinds of flavors in a variety of formats just right for your farmstand or local country store. Count on Sara Lee Frozen Bakery to provide unmatched expertise and relevant insights along with premium dessert and bakery favorites crafted to help your business thrive.

**Retail our ready-made items as your own for all-day profits!**

### Chef Pierre®

For almost a century, Chef Pierre® brand pies have been prepared using the finest ingredients and time-honored recipes.

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Discover beauty in the extraordinary with gourmet, hand-made foodservice desserts and snacks that stand out on any plate.

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Since 1949, the Sara Lee® brand has been baking beloved desserts and sweets that taste like they were home-made.

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# FEATURED PRODUCTS



## Chef Pierre® Hi-Pie®

Over a pound of fruit in every pie – from the leader of foodservice pies†, Chef Pierre®. Choose from a variety of flavors, pre-baked or unbaked, all with cleaner labels, no artificial colors or flavors, and no high-fructose corn syrup.



09278 | Cherry Unbaked Hi-Pie®

[VIEW](#) 09270 **Apple Unbaked Hi-Pie®** » Perfect for our **Cinnamon Roll Pie** and **Farmhouse Apple Pie** recipes!

[VIEW](#) 05481 **Caramel Apple Nut Unbaked Hi-Pie®**

[VIEW](#) 09261 **Country Apple with Sweet Maple Crust Unbaked Hi-Pie®**

[VIEW](#) 09278 **Cherry Unbaked Hi-Pie®**

[VIEW](#) 05485 **Peachberry Unbaked Hi-Pie®**

[VIEW](#) 09284 **Apple Razzberry Unbaked Hi-Pie®**

[VIEW](#) 09282 **Blueberry Unbaked Hi-Pie®**

[VIEW](#) 09290 **Dutch Apple Unbaked Hi-Pie®**



05481 | Caramel Apple Nut Unbaked Hi-Pie®

More great flavors and varieties available!

[VIEW ALL PRE-BAKED HI-PIE®](#)

[VIEW ALL UNBAKED HI-PIE®](#)

[VIEW ALL HI-PIE®](#)

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†2018 Proprietary Report

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## Chef Pierre® Fall Favorites

Offer all the flavors of fall including pecan, pumpkin, sweet potato, apple and classics with a twist. We can help you serve on-trend seasonal favorites in convenient pre-sliced and pre-baked formats that reduce labor and save money.



05482 | Blueberry Krunch Unbaked Pie



09281 | Pumpkin Pre-Baked Pie

- [VIEW](#) 09267 **Sweet Potato Pre-Baked Pie**
- [VIEW](#) 09273 **Pecan Pre-Baked Pie**
- [VIEW](#) 09277 **Traditional Apple Unbaked Pie**
- [VIEW](#) 09281 **Pumpkin Pre-Baked Pie**
- [VIEW](#) 05482 **Blueberry Krunch Unbaked Pie**

More great flavors and varieties available!

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[VIEW PRE-SLICED FALL PIES](#)

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## Chef Pierre® Homestyle Classics

Broaden your offerings beyond pie. We bake other beloved homestyle treats like cobblers, dumplings, Danishes, muffins, cornbread and more to satisfy any craving, all day long.

05429 | Peach Cobbler



08282 | Jalapeño Cornbread, Pre-Cut

» Also available in Southern style

- [VIEW](#) 08282 **Jalapeño Cornbread, Pre-Cut**
- [VIEW](#) 08644 **Double Chocolate Chunk Muffin, 4 oz.**
- [VIEW](#) 08607 **Blueberry Streusel Muffin, 4 oz.**
- [VIEW](#) 08336 **Blueberry Cheese Butterfly Danish**
- [VIEW](#) 08338 **Apple Twist Danish**
- [VIEW](#) 05424 **Apple Cobbler**
- [VIEW](#) 05429 **Peach Cobbler**

More great flavors and varieties available!

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## Cinnamon Roll Pie

Turn our **Chef Pierre® Apple Unbaked Hi-Pie®** into a signature dessert in just a few simple steps.



### Ingredients Yield: 8 servings

1 Whole	#09270 Chef Pierre® Apple Unbaked Hi-Pie®
½ C	Unsalted butter, softened
1 lb	Cream cheese, softened
4 C	Powdered sugar
2 tsp	Vanilla extract
⅓ C	Cinnamon sugar
	All-purpose flour, as needed

### Assembly

- 1 Remove pie from packaging and thaw at room temperature for 1 hour.
- 2 Preheat convection oven to 350° F with sheet pan on middle rack.
- 3 Beat butter and 8 oz cream cheese until smooth; add vanilla and powdered sugar. Beat again until smooth. Transfer to small piping bag or squeeze bottle.
- 4 Starting inside of the crimped crust, cut through the top crust around the pie and remove the top.
- 5 Combine remaining cream cheese and cinnamon sugar until smooth. Thoroughly combine apples in pie with this mixture.
- 6 Dust work surface with flour, place pie lid onto flour and dust top of pie lid with additional flour. Using a rolling pin, roll crust flat.
- 7 Slice dough vertically into ½" strips.
- 8 Using floured hands, roll strips into tube-like shapes.
- 9 Place rolled dough in a spiral pattern beginning in the center of the pie over the apple-seasoned cream cheese mixture.
- 10 Bake pie on preheated sheet pan for 60 minutes, rotating 180° after 30 minutes.
- 11 Remove pie and let cool. Once cool, garnish with prepared cream cheese frosting.

## Farmhouse Apple Pie

Use our **Chef Pierre® Unbaked Apple Hi-Pie®** to create a sweet and savory sensation.



### Ingredients Yield: 8 servings

1 Whole	#09270 Chef Pierre® Apple Unbaked Hi-Pie®
1 C	Cheddar cheese, shredded
3	Applewood smoked bacon strips, prepared
¾ C	Apricot preserves
1 Tbsp	Hot water

### Assembly

- 1 Remove pie from packaging and thaw at room temperature for 1 hour.
- 2 Preheat convection oven at 350° F with sheet pan on middle rack.
- 3 Starting inside of the crimped crust, cut through the top crust around the pie and remove the top.
- 4 Combine the apples in the pie with the cheddar cheese.
- 5 Chop the prepared bacon and evenly distribute onto apple-cheese mixture.
- 6 Break apart removed pie top into medium-sized random pieces (silver dollar size).
- 7 Place dough pieces evenly on top of apple mixture. Place pie on preheated sheet pan and bake for 50 minutes, rotating 180° after 30 minutes.
- 8 Combine apricot preserves and hot water and brush mixture over pie crust. Return pie to oven for 10 more minutes.

## More Pie Inspiration

Easily transform our pies into your unique creation by adding signature ingredients fresh from your store or local farm.

- For apple pies, add almonds, shredded cheddar cheese, dried cherries, cranberries, raisins, peanut brittle, nuts or Red Hots® candies.
- For cherry pies, add slivered almonds or chocolate chips.
- For blueberry pies, add slivered almonds or walnut pieces.
- For strawberry or raspberry pies, add chocolate chips.

Create a memorable presentation with easy, custom pie crusts.

- Use a wet knife to make simple designs or scroll patterns instead of straight slits for vents.
- Carve out the letters to the name or initials of your farmstand and place on top. Use any dough scraps to create shapes to place on top.
- Cookie cutters are also ideal for creating vents that align to special occasions and seasons.



[VIEW MORE CULINARY TIPS](#)

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## Make Your Menu Irresistible

Add a little charm to your pies with intentional menu phrasing like *farmhouse*, *country*, *Southern*, *orchard* or the name of your operation.

Our unbaked pies are so easy to make and provide fresh-baked flavor customers love. Turn our unbaked blueberry pie into your Fresh-Baked Blueberry Pie! [View our unbaked pies.](#)

### *Fresh-Baked* Farmhouse Apple Pie ...

Get the word out with our [downloadable posters](#), [flyers](#), [table tents](#) and [digital graphics](#) – great to display in entryways, on bulletin boards, tabletops and in other high-traffic areas.



## To-Go Made Easy

[Click here](#) to download our To-Go Container Guide that matches each product to the perfect takeout container. Our pies are safely shrink-wrapped and ready to be removed and re-sold for a dessert your customers will love to take and bake.



Order to-go containers through your foodservice distributor or pie boxes through Lakeland Supply. [Find more information here.](#)

# PROMOTE & PROFIT



Sara Lee Frozen Bakery's farmstand program gives you an exciting platform to attract current, non- and infrequent customers. We've provided a wide range of appealing merchandising and point-of-sale tools customized to fit your operation.

## DIGITAL MESSAGING

Download screensavers and backgrounds for desktop, tablet and mobile devices for use in e-mails, e-newsletters and social media pages.

## POSTERS, FLYERS, MENU INSERTS & TABLE TENTS

Download, print and promote special seasonal offerings across your establishment — in entryways, on bulletin boards, tabletops and in other high-traffic areas.

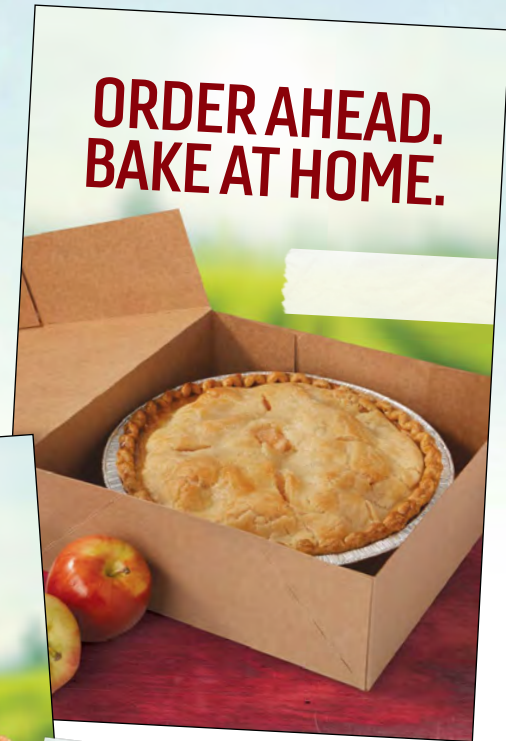
[DOWNLOAD FARMSTAND GRAPHICS & MERCHANDISING](#)

[VIEW MORE MERCHANDISING TOOLS](#)

[DOWNLOAD OUR PIE PROFITABILITY CALCULATOR](#)



Digital Graphic



Poster



Flyer



Table Tent

Check out more great ideas in our [Tasteful Traditions Pie Program Operator Guide](#).