



**Chef Pierre®**



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



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



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





FROZEN BAKERY

# Try these unique Chef Pierre® Pies, simply bursting with berries.



#09263 Unbaked Wild Berry  
Blast Hi-Pie® with Lemon Crust



#09289 Unbaked Strawberry  
Rhubarb Hi-Pie®



#05482 Unbaked Blueberry  
Krunch

NEW



#20301 Traditional Strawberry  
Mango Pie



#05485 Unbaked Peachberry  
Hi-Pie®

## Delicious Cyrus 7oz Pies - Perfect Size for On the Go!



Banana  
Cream Pie  
#20370



Chocolate  
Cream Pie  
#20371



Coconut  
Cream Pie  
#20372



Strawberry  
Cream Pie  
#20373

For more information visit [SaraLeeFrozenBakery.com](http://SaraLeeFrozenBakery.com).





FROZEN BAKERY

# Take advantage of consumer trends and offer half pies or slices

Households purchasing a half pie increased 95% over the past year.<sup>1</sup>



50% of consumers prefer individually-sized or smaller portions of breads/rolls, sweet baked goods and dessert items.<sup>2</sup>

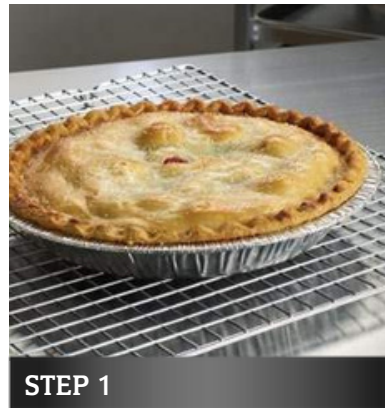
## Portioning is Easy! FOR UNBAKED PIES.

**STEP 1:** Bake pies as directed per packaging instructions and let cool to room temperature.  
**STEP 2:** Chill pies for 30 minutes in the cooler for a clean cut and to retain slurry.  
**STEP 3:** Cut chilled pie into desired portions. For best results, rinse and wipe knife after each cut.  
**STEP 4:** Package into clamshells and label.

## FOR PRE-BAKED AND CREAM PIES:

Achieve a clean line by cutting the pies while frozen. After each cut, be sure to rinse and wipe the knife.

◆ ◆ ◆  
This is not recommended for pies that have already been displayed. Avoid refreezing to prevent potential mold growth.



STEP 1



STEP 2



STEP 3



STEP 4

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