



FROZEN BAKERY

Give appetites the easy sell.

For a century we've crafted our pastries using time-honored recipes and real ingredients. They're just right for that early-morning indulgence or on-the-go snack. Simply thaw and serve a special start to every day.

DANISH • CINNAMON ROLLS • BREAKFAST CAKES

• PASTRY, DANISH AND COFFEE CAKE SALES **GREW 4.5%** IN 2020!¹

• 54% OF CONSUMERS SAY BREAKFAST THAT IS **PORTABLE AND EASY TO EAT ON THE GO** IS IMPORTANT.²

THAW-AND-SERVE PASTRIES

DELICIOUS,
POPULAR
FLAVORS

EASY ON-THE-GO
ENJOYMENT

PAIRS PERFECTLY
WITH A BEVERAGE
FOR BREAKFAST OR
AS AN ALL-DAY SNACK



08349 Chef Pierre® Red Raspberry Danish in Individually Wrapped Danish Variety Pack

08419 Sara Lee® Par-Baked Cream Cheese Cinnamon Roll

08924 Chef Pierre® Small Demi-Danish Variety Pack

Popular pastries for a profitable breakfast.

OPERATORS RANK CAKES AND CINNAMON ROLLS AMONG THE **TOP 10 MOST POPULAR** CUSTOMER-PREFERRED BAKERY ITEMS.³

77%



OF **DANISH SALES** AND 74% OF **CINNAMON ROLL SALES** ARE AT BREAKFAST, 28% AS A MORNING SNACK.³

79%

OF CONSUMERS HAVE **EATEN BREAKFAST FOODS OUTSIDE THE BREAKFAST DAYPART** IN THE PAST YEAR.⁴

08344 Chef Pierre® Cinnamon Almond Bear Claw in Large Elite Danish Variety Pack

08419 Sara Lee® Par-Baked Cream Cheese Cinnamon Roll

SKU	PRODUCT NAME	UNITS/CASE	INDIVIDUAL WT (OZ)	GROSS CASE WT (LBS)	TOP SELLER
CHEF PIERRE® DANISH – SMALL					
 08924	Small Demi-Danish Variety Pack (20 Apple; 10 each of Cheese, Raspberry and Cinnamon Raisin)	5 Trays	1.31	5.25	
CHEF PIERRE® DANISH – LARGE					
 08344	Large Elite Danish Variety Pack (16 each of Apple and Cheese; 8 each of Cherry Cheese and Cinnamon Almond Bear Claw)	6 Trays	Varies	16.29	
 08914	Large Elite Danish Cheese Butterfly	6 Trays	4	15.10	
 08337	Large Elite Danish Raspberry Butterfly	6 Trays	4	15.10	
CHEF PIERRE® DANISH – INDIVIDUALLY WRAPPED					
 08349	Individually Wrapped Danish Variety Pack (6 each of Raspberry, Apple, Cheese and Cinnamon)	24 Danishes	Varies	5.25	
 08357	Individually Wrapped Danish Cheese	24 Danishes	2.25	4.07	
 08356	Individually Wrapped Danish Apple	24 Danishes	3.25	5.64	
SARA LEE® CINNAMON ROLLS					
 08419	Par-Baked Cream Cheese Cinnamon Roll	6 Trays	4.75	9.09	
CHEF PIERRE® BREAKFAST CAKES					
 05402	Apple Streusel Coffee Cake	3 Trays	78	19.31	

We're here to make your life a little sweeter



SEE ALL PASTRIES

Contact your sales representative to learn about breakfast and snacking menuing opportunities with pastries.

[SARALEEFROZENBAKERY.COM/FOODSERVICE](https://www.saraleefrozenbakery.com/foodservice)



¹IRI, 2021
²Technomic Breakfast Consumer Trend Report, 2020
³Technomic Away-from-Home Bakery Report, 2019
⁴The Harris Poll, 2021