

RE THINK
Pound CAKE



GET *Inspired*
TO CREATE
 NEW MENU ITEMS WITH
Pound Cake

Simple, flavorful and easily customizable — pound cake invites delicious opportunities. With Sara Lee®, you get a consumer favorite from the brand that does it best.



POUND CAKE
French Toast
WITH DRUNKEN STRAWBERRIES

Pound cake French toast topped with a strawberry whiskey compote and whipped cream.



POUND CAKE WITH
Chambord
CHOCOLATE SAUCE

Pound cake rounds drizzled in a Chambord dark chocolate sauce, topped with mixed berries and powdered sugar.

RE THINK
TRADITIONAL
 PRODUCTS AND MEET
 CONSUMER DEMAND
 FOR UNIQUE
 ITEMS!

INSIGHTS **AND** *Statistics*

POUND CAKE
Breakfast Sandwich

Fried egg, crispy bacon and cheddar cheese sandwiched between buttered and grilled classic pound cake slices.

CREATE INNOVATIVE, SIGNATURE DISHES,
 IDEAL FOR SHARING

- Enticing flavor combinations stimulate curiosity — “I can’t wait to try it!”
- Perfect at any time of day — desserts, sweet or savory breakfasts, coffee pairings, or treats to-go
- Rely on the #1 brand of pound cake, only from Sara Lee¹

POUND CAKE IS LOVED BY CUSTOMERS OF ALL
 AGES, FROM GEN Z TO BABY BOOMERS²

- Try our tempting, new recipes, then develop your own ideas
- Just thaw and serve or use as an exciting part of a new signature dish.

Love
 OR LIKE

54% OF CONSUMERS
 EITHER LOVE OR LIKE
 POUND CAKE³

46%

OF CONSUMERS
 ENJOY TRYING
 DIFFERENT FOODS⁴

¹ NPD Group Supply Track, 12 months ending Jan. 2022 ² Datassential, Proprietary Menuvision Study, 2022 ³ Nielsen, xAOC Latest 52 weeks, April, 2022 -OR- NPD Group/SupplyTrack, year ending January 2022 ⁴ Technomic Generational consumer trend report, 2022



Explore recipes and tools to help boost sales at:
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