

RE THINK

# Sheet CAKE



## GET *Inspired* TO CREATE NEW MENU ITEMS WITH *Sheet Cake*

Cake is always a favorite! Add unique decorations, serve it plain, or transform it completely — it's the perfect treat. Sara Lee® sheet cake: thaw, serve, celebrate!



### *Orange* CAKE BOWL

Orange Iced Sheet Cake paired with a hot honey raspberry compote with pomegranate seeds garnished with crumbled ginger snap cookies.



### *Red Velvet* CAKE SHAKE

Creamy french vanilla ice cream blended with Red Velvet Iced Sheet Cake, milk, and a shot of coffee liqueur. Garnished with chocolate sauce, whipped cream and cake crumbles.

### *Tres Leches* SPONGE CAKE

Sponge Sheet Cake infused with sweet coconut milk covered in a caramel sauce topped with a dollop of whipped cream and toasted coconut.

## INSIGHTS AND *Statistics*

### SHEET CAKES ARE A CONSUMER FAVORITE AND OFFER THE VARIETY THEY CRAVE.

- ☑️ Cake is a versatile option across dayparts, most often consumed as a snack or after dinner.<sup>1</sup>
- ☑️ Embellish with bold flavors and styling to excite traditional cakes
- ☑️ 33% of consumers sometimes visit a specific restaurant because it offers a dessert they want.<sup>2</sup>

### RE THINK IDENTITY

IS IT STILL CAKE WHEN YOU BLEND IT INTO A DELICIOUS SHAKE?

# { 3 IN 4 }

CONSUMERS HAD CAKE IN THE LAST MONTH<sup>3</sup>

# 89%

OF CONSUMERS ATE AS MUCH OR MORE CAKE THAN THE PRIOR YEAR<sup>3</sup>

# 53%

OF OPERATORS RANK CAKE IN THEIR TOP THREE BEST-SELLING DESSERTS<sup>3</sup>

<sup>1</sup> Datassential Dessert Keynote 2021 <sup>2</sup> Technomic, U.S. Dessert Consumer Trend Report, 2021 <sup>3</sup> Datassential Dessert Keynote 2021



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