

# IT'S TIME *to* **RE** THINK PIE **ON** *your* MENU **TO** CAPTURE *cross-generational* DESSERT SALES

## Classic DESSERTS

**43%**  
of CONSUMERS  
prefer them

Are **INSPIRED**  
by Cues From  
Your **PAST**



Are **NOT**  
One Size Fits All



## FLAVOR *nostalgias*

Every generation has their own **NOSTALGIAS** when it comes to desserts & most consider the **FLAVOR** more important than the **FORMAT**<sup>1</sup>



### GEN Z + MILLENNIALS

↓  
NUTELLA  
TRES LECHES  
COOKIE DOUGH / BUTTER  
SOUR APPLE  
FONDANT  
DULCE DE LECHE

## THE SWEET SPOT

*Flavors* can lean toward younger or older generations, but there is a "SWEET SPOT" of shared favorites for cross-generational dessert menu success.<sup>2</sup>



*Chocolate  
Chips*



*Caramel*



*Vanilla*



*Red Velvet*



*White  
Chocolate*



### BABY BOOMERS

↓  
DUTCH APPLE  
STREUSEL  
MERINGUE  
CINNAMON RAISIN  
PECAN PRALINE  
OATMEAL RAISIN



*Utilize* our Library of Culinary Tools  
to Elevate Pie into Culinary Delights  
Craved by all Generations



Discover *more* tools and inspiring recipes to help boost pie sales all year long.  
[SaraLeeFrozenBakery.com/Foodservice](http://SaraLeeFrozenBakery.com/Foodservice)

<sup>1</sup>Datassential Desserts Keynote Report, 2021

<sup>2</sup>Flavor Demographics across the board, Flavor & the Menu, 2019

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Baking delicious since 1922<sup>™</sup>

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# PIE AS AN ingredient

## IN Seasonal Desserts

**65%**  
of millennials  
ARE INTERESTED IN  
seasonal desserts

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### winter



**MARSHMALLOW CHOCOLATE CHIP CHERRY PIE**



Our famous Hi-Pie filled with tart orchard-grown Michigan cherries



with marshmallows



and dark chocolate chips

#### SHORT ON TIME?

Substitute a pre-baked pie, such as: #7127 Chef Pierre® Traditional Fruit Pie 10" Pre-Baked Cherry Lattice



### autumn



**SPICY CINNAMON APPLE SHAKE**  
with salted caramel churro



Creamy vanilla ice cream



blended with an entire slice of Michigan Apple Pie



garnished with a warm cinnamon churro, salted caramel sauce and cinnamon candies.



topped with house-made whipped cream



For a boozy shake, add a shot of cinnamon whiskey!

### spring



**TRAVERSE CHERRY AMARETTO BOWL**



A slice of our famous Hi-Pie filled with tart orchard-grown Michigan cherries



nestled in bourbon whipped cream



and fudge



topped with amaretto cookie crumbs



and maple oat streusel

### summer



**BANANA CREME DA LA CREME BOWL**



A scoop of creamy banana pie made with real bananas and whipped cream



paired with peanut butter hummus



topped with fresh and caramelized banana slices



finished with granola, chocolate chips and peanuts.

Click on recipe name to get full recipe card



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# PIE AS AN *ingredient*



INSTAGRAM *mable Desserts*

**52%**  
OF MILLENNIALS ARE  
*extremely interested in*  
**INSTAGRAMABLE  
DESSERTS**

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## *Chocolate* **MINT OREO BOWL**



*a scoop of* Chocolate Mint  
Cream Layer Pie



*nestled in*  
Vanilla yogurt



*sprinkle with*  
crumbled waffle cone and crushed Oreo® Cookies

*garnished with*  
raspberries

CHECK OUT **OUR** *Social media TIPS GUIDE*  
**FOR** *easy ways* **TO** *create a* **SOCIAL MEDIA PROGRAM**



## *Sesame crusted* **GINGER PEACH PIE**



*Our famous* Peach Hi-Pie filled with  
Ripe Michigan or California peaches



*upgrade with*  
candied ginger inside



*infused crust with*  
apricot preserve



*topped with*  
toasted sesame seeds



*garnished with*  
fried basil leaves

*Click on recipe name to get full recipe card*



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# PIE AS AN *ingredient*

**IN** NEXT LEVEL *Chocolate Desserts*

**45%**  
OF GEN Z  
*crave next level  
chocolate*

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## *Spicy Hot Chocolate* PIE BOWL WITH PINEAPPLE



*a slice of* Chocolate Cream Pie  
shower of chocolate sprinkles



*paired with*  
Vanilla bean ice cream



*topped with*  
pineapples, brown sugar and spicy cayenne pepper

*USE* creative names **TO** OVERCOME  
younger consumer's **OBJECTION** **THAT** PIE **IS NOT** COOL

## *Cookies & Cream* BANANA SPLIT PIE



*a slice of* Crème de la Cream  
Cookies & Cream Pie



*upgrade with*  
chocolate espresso sauce



*garnished with*  
candied banana, cherries, diced pineapple, toasted coconut, and Oreo® cookies

*Click on recipe name to get full recipe card* 

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# deCONSTRUCTED PIES *THAT* attract "ZOOMERS"

GEN Z  
CONSUMERS  
*have a higher affinity*  
FOR FUN, PLAYFUL  
*desserts*

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## HOW TO deCONSTRUCT a PIE

1. THAW & REMOVE TOP



2. CUT TOP INTO STRIPS



3. ADD CINNAMON & SUGAR



4. ROLL DOUGH STRIPS



5. ASSEMBLE & BAKE



6. DRIZZLE WARM CARAMEL



### Cinnamon APPLE BOMB

Delicious orchard-fresh Michigan or Washington apples, walnut, cinnamon and a caramel icing packet to finish off this All-American classic.



## deCONSTRUCT

*Our famous Apple Hi-Pie filled with Ripe Michigan apples*



*mix cheddar cheese & chopped bacon into the apples filling*



### ABC Bowl (APPLE, BACON & CHEESE)

Cheddar and bacon smoked in-house offer a savory complement to fresh baked apple pie.

*As long as you can*  
**PUT IT *in a* BOWL**  
**& BRING IT SOMEWHERE**  
**GEN Z**  
*will take interest*

<https://upserve.com/restaurant-insider/generation-z-new-food-trends/>

*Click on recipe name to get full recipe card*



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GLOBALLY  
*inspired*

deCONSTRUCTED PIE

57%

of MILLENNIALS CONSUMERS  
have a high affinity for  
DESSERTS INSPIRED  
from GLOBAL CUISINES

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== *Cookies & Cream* ==  
**CANNOLI**



2 slices of  
Crème de la Cream  
Cookies & Cream Pie



Chocolate-dipped  
cannoli shells



filled with  
ricotta-infused cookies & cream pie



garnished with  
chocolate chips and whipped topping

CHECK OUT **OUR** deCONSTRUCTED PIE *Culinary Video*



== *Sweet Mango &* ==  
**COCONUT BLUEBERRY BOWL**



a scoop of  
Chef Pierre® Blueberry Hi-Pie



nestled in  
lemon zest vanilla yogurt



topped with  
bits of coconut macaroon cookies



garnished with  
Sweet mango mint salsa

Click on recipe name to get full recipe card



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# amped UP PIE

**BOOMERS**  
*are more likely  
to love*  
**TRADITIONAL  
OFFERINGS**

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## amped up

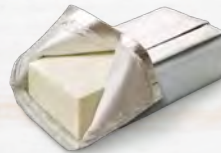
### *Peaches & Cream* **STUFFED PASTRY SHELLS**

Sweet peaches combined with smooth cream cheese, brushed with apricot glaze and baked to golden.



## amped up

### *whole Peach* **Unbaked Hi-Pie**



*incorporate the  
cream cheese with  
the peach slice*



*brushed with  
apricot glaze and  
baked to golden*



*garnish with  
whipped topping.*



## amped up

### *a slice of Lemon* **Krunch Pie**



*paired with  
creamy Mascarpone  
cheese mixture*



*garnished with  
fresh raspberries  
& blueberries*



## amped up

### *Lemon Krunch Pie* **WITH MASCARPONE & BERRIES**

The tangy flavor of this lemon pie is balanced perfectly with creamy Mascarpone cheese and fresh berries.

*Click on recipe name to get full recipe card*



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# Latin INSPIRED PIE

**LATIN  
INSPIRED**  
*dessert flavors*  
INDEX HIGH AMONG  
MILLENNIAL & GEN X  
CONSUMERS

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## MEXICAN

### Chocolate

#### PEANUT BUTTER PIE

Decadent peanut butter chocolate pie with warm spiced Mexican chocolate sauce.



## COCONUT

### Margarita Pie

Pair cool coconut cream pie with a sauce that blends the fresh fruit and citrus flavors of a margarita.

Click on recipe name to get full recipe card



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**CONSUMER SATISFACTION**  
**GOES UP**  
*when a meal includes Pie à La Mode*

NPD CREST 2021



*Boozy Cherry Jubilee*

Old school never goes out of style. The classic presentation of boozy cherries and ice cream with a crispy crust garnish.



CHECK OUT OUR  
*Spicy Cinnamon Apple Shake*  
 CULINARY VIDEO

TRY THESE *pairing* TOO

- APPLE PIE or DUTCH APPLE HI-PIE® *with* CINNAMON ICE CREAM
- CARAMEL APPLE NUT HI-PIE® *with* MAPLE WALNUT ICE CREAM
- FRENCH SILK or CHOCOLATE LAYER CREAM PIE À LA MODE
- CHERRY PIE *with* CHUNKY MONKEY ICE CREAM
- PEACHBERRY HI-PIE® *with* STRAWBERRY ICE CREAM

*Click on recipe name to get full recipe card*



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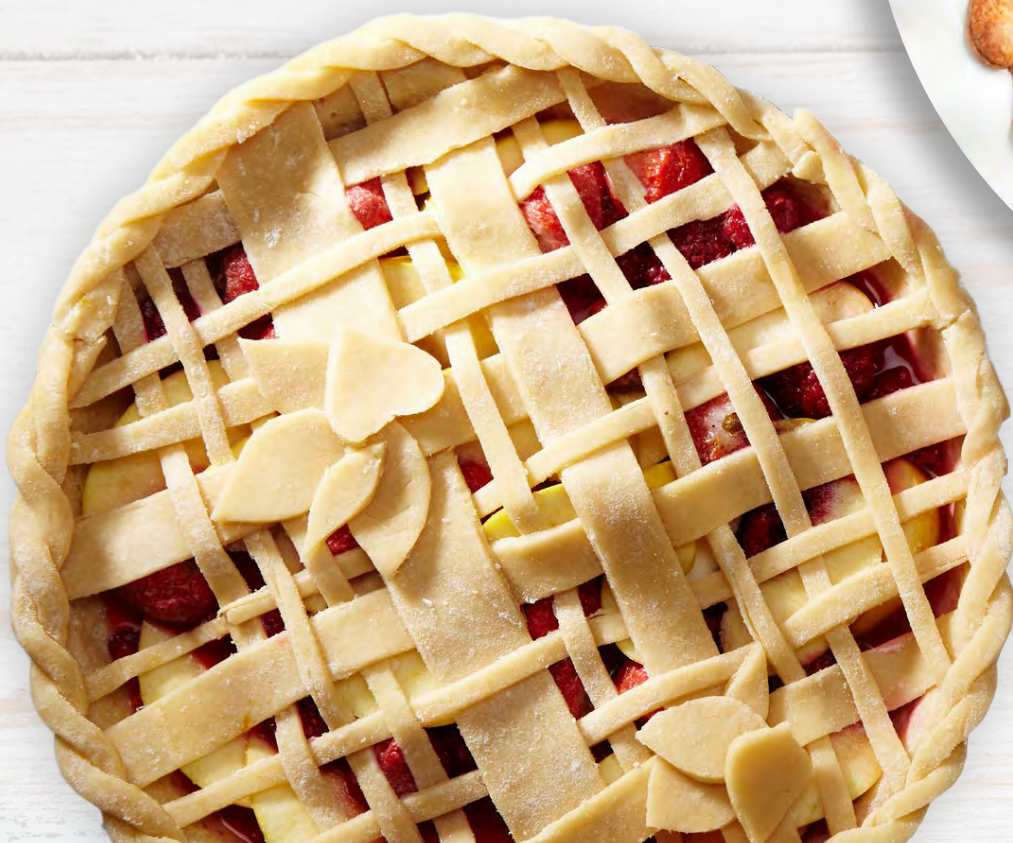
Create **with** a *TRULY special* PRESENTATION  
*with* EASY *custom* PIE CRUSTS.



Use a **WET KNIFE** to make **SIMPLE DESIGNS** or scroll patterns instead of straight slits for vents.



**COOKIE CUTTERS** are ideal for **CREATING VENTS** that align with special occasions and seasons.



*Try This!*

CUT CRUSTS into SHAPES & LAYER on top of YOUR PIE

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TO HELP BOOST PIE SALES ALL YEAR LONG.  
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# Creative MENU ITEM NAMES BOOST SALES



## THINGS <sup>to</sup> CONSIDER when creating a MENU ITEM NAME



Resonates with your guests and TELLS A STORY about the dish.

Is an ACCURATE AND TRUTHFUL description of the item



TRIGGERS THE SENSES - but is self explanatory

Personalize with a NAME OR PLACE that adds value



“It’s a balance between coming up with a name that drives curiosity & interest, but also fits what the product is.”



- THE VP OF TACO BELL'S INSIGHTS LAB -



CREATIVE NAME

*Cookies & Cream*  
**BANANA SPLIT**



Cookies & Cream Pie served with sauce & toppings

CREATIVE NAME

*Sweet Mango & Coconut*  
**BLUEBERRY BOWL**



Blueberry Pie topped with yogurt and salsa



CREATIVE NAME

*Uncle Joe's*  
**CINNAMON APPLE BOMB**



Apple Pie Topped with Cinnamon & Caramel Icing



Click on recipe name to get full recipe card 

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# TAKE HOME *Sweeter Profits*



**78%**  
OF CONSUMERS  
*Love* OR  
*LIKE* Pie<sup>1</sup>

★ ★  
PIE HAS  
GROWN TO BE **+34%**  
*more important to*  
★ **OVERALL** ★  
**RESTAURANTS**  
**SATISFACTION**  
OVER THE LAST  
5 YEARS<sup>4</sup>

**DIGITAL  
ORDERING**  
*- of desserts -*  
**HAS INCREASED**  
**+199%**<sup>3</sup>

**\$500**  
For every pie you sell  
or add to your meal bundle  
**YOU CAN MAKE 25%  
MORE PROFITS**  
**EQUATING TO \$500**  
in additional profits per week<sup>2</sup>

**DELIVERY OF DESSERTS**  
*has increased*  
**+175%**  
**WITH** *Pies*  
**AMONG THE LEAD**<sup>5</sup>

*Click here*   
TO VISIT OUR  
**TO-GO**  
*Solutions Page*



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<sup>1</sup>Datassential SNAP! 2020    <sup>2</sup>Datassential Pulse Report, 2019, based on \$67 meal bundle retail  
<sup>3</sup>Datassential One Plate, Operator 2020    <sup>4</sup>NPD Crest 2020    <sup>5</sup>Datassential, 2020