

RE THINK

Unbaked
FRUIT PIE



Chef Pierre®

GET *Inspired* TO CREATE NEW MENU ITEMS WITH *Unbaked Fruit Pie*

Choose Sara Lee® Unbaked Fruit Pies, perfect served traditionally, or as part of a creative signature dessert. Save time and labor while delighting your customers.



Dutch Apple SKILLET

Skillet Apple Cobbler is full of old-fashioned goodness with a warm, spiced apple filling and topped off with caramel drizzle, crumbled streusel, cinnamon sugar and ice cream.



Fried Pie Bites

A flight of cherry, apple, and blueberry pie bites battered and lightly fried, covered with powdered sugar, and served with a sweet whipped dipping sauce.



Blueberry Citrus PIE BOWL

Delicious wild blueberry pie nestled in a lemon zest vanilla yogurt topped with bits of coconut macaroon cookies and sweet mango salsa.



RE THINK
SHARING
BREAK FREE FROM
THE SAME OLD SLICE
OF PIE AND SERVE
UP POPPABLE
BITES



Cinnamon Roll CARAMEL APPLE NUT PIE

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



MARSHMALLOW Chocolate Chip CHERRY PIE

Tart orchard-grown Michigan cherry pie with marshmallows and dark chocolate chips.

RE THINK *Unbaked* FRUIT PIES

INSIGHTS *Statistics* AND OPPORTUNITY



{ 1 IN 5 }

CONSUMERS ARE EATING MORE PIE AS COMPARED TO A YEAR AGO¹

SESAME CRUSTED *Ginger Peach Pie*

Ripe Michigan or California peaches tossed with candied ginger inside an apricot infused crust topped with white sesame seeds and fried basil leaves.

EVERYONE *Loves* PIE

RELY ON VERSATILE SARA LEE® UNBAKED FRUIT PIES — LOVED BY ALL AGES!

- ▶ 52% of millennials are interested in Instagrammable desserts¹
- ▶ Gen Z consumers have a higher affinity for fun, playful desserts¹
- ▶ As long as you can put it in a bowl and bring it somewhere, Gen Z will take interest²



PIE IS A CONSUMER FAVORITE AND OFFERS THE VERSATILITY TO BE CREATIVE.

- ▶ Imagine new ideas for pie as an ingredient in your signature desserts
- ▶ Experiment with deconstructed pies to attract attention
- ▶ Sara Lee® Unbaked Fruit Pies starts with “cleaner label” ingredients consumers desire



41% OF CONSUMERS RATE PIE AS A PREFERRED DESSERT FOR DELIVERY³



NEARLY 8 IN 10 CONSUMERS SAY THEY LOVE OR LIKE PIE¹

¹ Datassential Dessert Keynote, 2021 ² <https://upserve.com/restaurant-insider/generation-z-new-food-trends/> ³ Technomic, Ignite Dessert Special Analysis, September 2022



Explore recipes and tools to help boost pie sales all year.
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Chef Pierre
Baking delicious since 1922™

Sara Lee FROZEN BAKERY

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