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IRRESISTIBLE PIES FOR IN-STORE BAKERIES

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Quality Bakery for **Every Occasion**



Baking
EVERY DAY.
Better



IN-STORE BAKERY
PIE GUIDE



FROZEN
BAKERY



**FROZEN
BAKERY**



Your trusted partner,
dedicated to
*making life's moments
a little sweeter.*

BAKING IS OUR HEART & SOUL Sara Lee Frozen Bakery is committed to equipping you with a full portfolio of quality, culinary-inspired baked goods today's consumers demand. Day after day we bake our very best to help you deliver great-tasting, authentic consumer favorites.

QUALITY PIES ENHANCE YOUR IMAGE Our baker-inspired offerings make it easy for you to offer quality-crafted pies you can be proud to label as your own. What's more, these Chef Pierre® branded desserts are the category leader among foodservice pies so you can feel confident you're offering only the very best to satisfy shoppers.

Chef Pierre®
Baking delicious since 1922™

VARIETY MEETS ANY OCCASION

Let us help you build your pie business with ease through a variety of options that appeal to any customer taste, all year round.

SIZED TO SATISFY

- 8" Pies – Perfectly portioned for everyday occasions and smaller households
- 9" Gourmet Pies – Creates a more premium eating experience
- 10" Pies – Great for family or group events
- Merchandise in halves or slices to gain incremental appeal

ABUNDANT OPTIONS

- Gourmet and traditional varieties for every price point
- Ready-to-bake or thaw-and-sell to fit your operations
- Willing to customize (minimum run and lead time required)

COMMITTED TO YOUR SUCCESS

When you choose to partner with Sara Lee Frozen Bakery, you get the support you expect from an industry leader. We're committed to helping you offer only the very best to your customers.

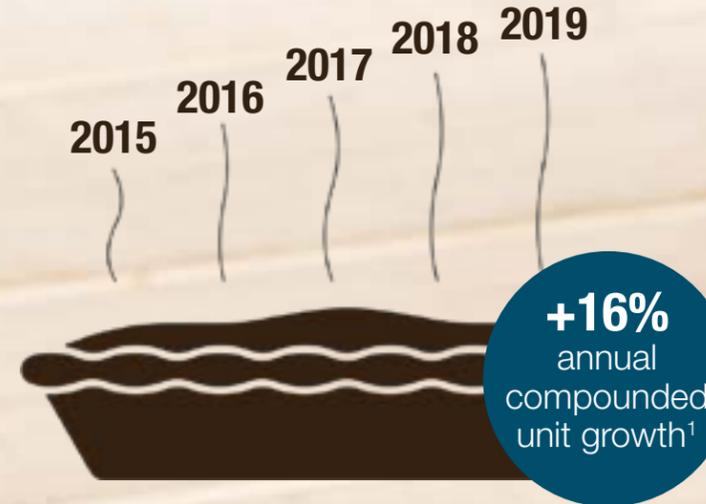
- Industry trends and consumer insights to ensure your offerings meet demand
- Back-of-house support
- Turnkey programs
- Customer service hotline



EVER-POPULAR PIES

With year-over-year growth, pies continue to be a staple among bakery department dessert purchases. Our full range of offerings will help you capitalize on the demand.

PIE BAKERY SALES ARE GROWING



TOP PIE PURCHASE OCCASIONS²

- 47% Holiday gathering
- 46% Treat/snack for family
- 41% Dessert as part of a meal (not as a special occasion)
- 38% Treat/snack for individual

TOP PIE ATTRIBUTES CONSUMERS SEEK AT IN-STORE BAKERIES²

TASTE | FRESHNESS | QUALITY

41% of consumers are willing to pay more for a better-quality bakery item³

55% OF PIE PURCHASES ARE PLANNED²

Drive incremental impulse sales through variety, quality and increased occasions.

TOP 5 IN-STORE BAKERY PIE FLAVORS¹

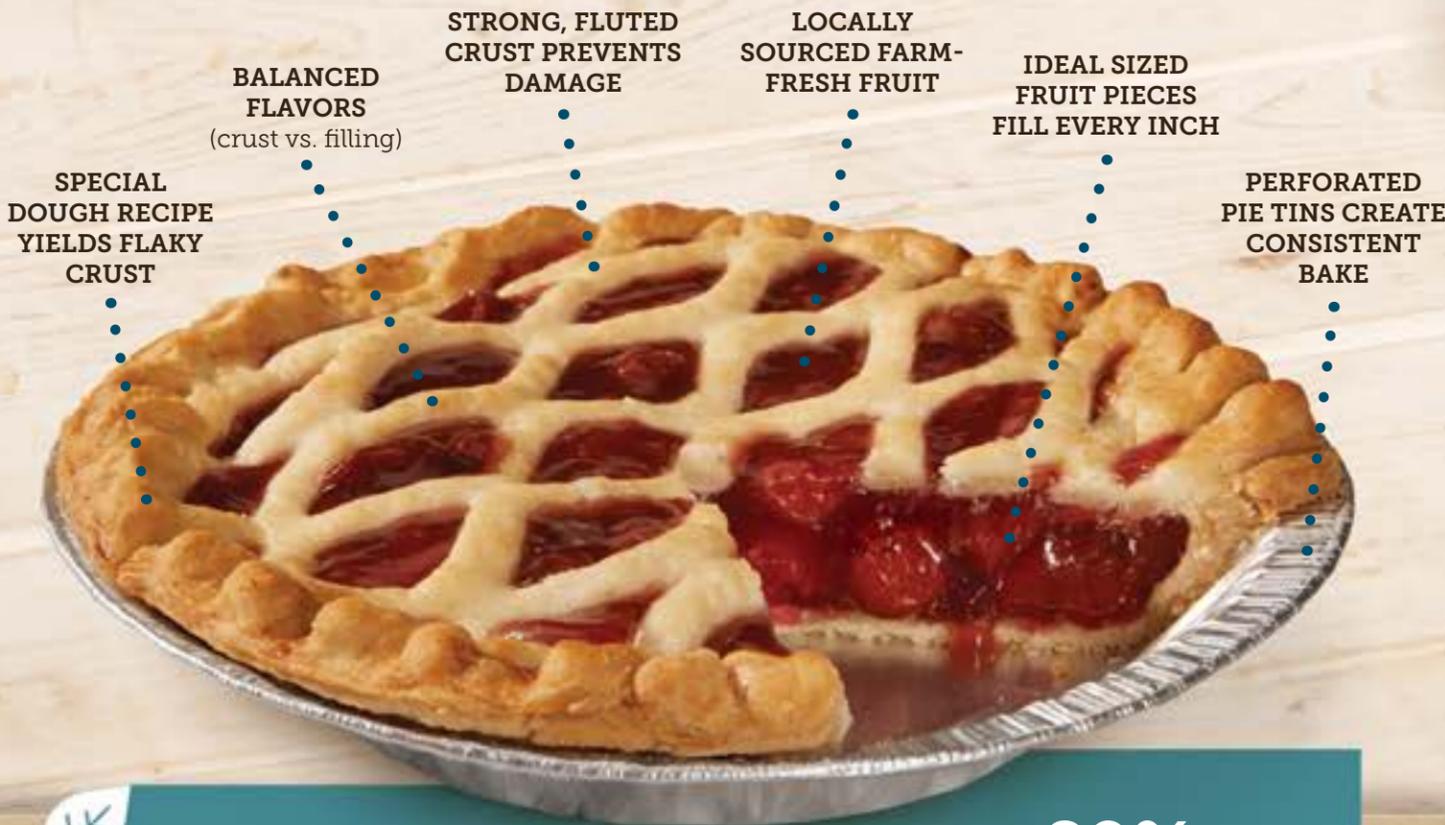
APPLE | PUMPKIN | PECAN
CHERRY | BLUEBERRY



¹Nielsen Perishables Group FreshFacts® – 52 weeks ending March 2, 2019
²Sara Lee Frozen Bakery – ISB A&U Study December – 2018
³Mintel In-Store Bakeries, US – June 2017

QUALITY & CONSISTENCY YOU CAN RELY ON

Each day, our team of professional bakers takes care to craft the highest quality pies for your In-Store Bakery. From crust to crimp and the sweetness in between, our pies are scratch-made in batches at our SQF Level 3 Traverse City, Michigan plant.



SPECIAL DOUGH RECIPE YIELDS FLAKY CRUST

BALANCED FLAVORS
(crust vs. filling)

STRONG, FLUTED CRUST PREVENTS DAMAGE

LOCALLY SOURCED FARM-FRESH FRUIT

IDEAL SIZED FRUIT PIECES FILL EVERY INCH

PERFORATED PIE TINS CREATE CONSISTENT BAKE



GREAT VARIETY TO CHOOSE FROM

Our wide variety of pies in the most popular flavors will add year-round appeal to your bakery shelves. We create them so you can make them all your own.



THAW & SELL

FRUIT | OPEN FACE | GOURMET MERINGUE

A convenient format that offers high-quality pies without the added labor of baking.

- Premium, fresh-baked appearance
- Retail-ready packaging

READY-TO-BAKE

GOURMET FRUIT HI-PIE® | TRADITIONAL FRUIT OPEN FACE | PIE SHELLS

Bake off in-store to create fresh-baked appeal.

- Ability to customize at store level
- Place into your branded packaging



CLEAN LABEL

Many of our Chef Pierre® fruit and open face pies are made with clean ingredients so you can feel good about the pies you label as your own.

ALL CLEAN LABEL FRUIT AND OPEN FACE PIES WILL BE IN DISTRIBUTION BY 2020.



89%

of consumers would "Definitely" or "Probably" purchase a pie with these claims⁴

72%

of consumers say food that has no artificial sweeteners is healthier⁵

CUSTOMIZABLE

LET US DEVELOP YOUR UNIQUE FLAVOR

(minimum run and lead time)

⁴Proprietary Research 2015
⁵Technomic Healthy Eating Trend Report 2017

	SKU	DESCRIPTION	SIZE	UNITS/ CASE	BAKED LABEL WT. (OZ)
Unbaked Gourmet Hi-Pie® – Created to mimic homemade, Hi-Pies® are filled with only the highest-quality fruit surrounded by our beloved signature crust, resulting in a delightfully simple, delicious pie, bite after joyful bite.					
	5817	Apple Hi-Pie®	9"	6	33
	5819	Blueberry Hi-Pie®	9"	6	33
	5820	Cherry Hi-Pie®	9"	6	33
	5821	Dutch Apple Hi-Pie®	9"	6	31
	5822	Peach Hi-Pie®	9"	6	33
	5823	Strawberry Rhubarb Hi-Pie®	9"	6	33
	68585	Caramel Apple Hi-Pie® <i>made to order; volume requirements</i>	9"	6	38
	6034	Fruits of the Forest Hi-Pie®	9"	6	33

Gourmet Meringue Pies – Delightfully silky, smooth and creamy with a homemade peaked appearance to please every pie lover.

	5527	Chocolate Meringue Pie	10"	4	46
	5528	Coconut Meringue Pie	10"	4	46
	5529	Lemon Meringue Pie	10"	4	46



	SKU	DESCRIPTION	SIZE	UNITS/ CASE	BAKED LABEL WT. (OZ)
Unbaked Traditional Fruit Pies – Juicy fruit picked at the peak of freshness make these pies a patron favorite.					
	5122	Apple Double Crust Pie	8"	6	24
	5139	Blueberry Double Crust Pie	8"	6	24
	5149	Cherry Double Crust Pie	8"	6	24
	5173	Dutch Apple Pie	8"	6	24
	5184	Lemon Krunch Pie	8"	6	24
	5308	Peach Double Crust Pie	8"	6	24
	5352	Strawberry Rhubarb Double Crust Pie	8"	6	24

Unbaked Open Face Pies – Deliver appeal year-round with seasonal favorites ready to bake fresh.

	5302	Pumpkin Pie (shelf stable)	8"	6	24
	5804	Pumpkin Pie (shelf stable)	10"	6	38
	5827	Sweet Potato Pie (shelf stable) <i>made to order; volume requirements</i>	8"	6	23
	5890	Sweet Potato Pie (shelf stable)	10"	6	38

	SKU	DESCRIPTION	SIZE	UNITS/ CASE	BAKED LABEL WT. (OZ)
Pre-Baked Fruit Pies – Patron-favorite fruit pies baked and pre-packaged in kraft cartons for fresh-baked appeal.					
	5825	Apple Lattice Pie 	8"	6	22
	5828	Peach Lattice Pie 	8"	6	22
	5829	Cherry Lattice Pie 	8"	6	22
	5830	Blueberry Lattice Pie 	8"	6	22
	5831	Peachberry Lattice Pie 	8"	6	22
Pre-Baked Open Face Pies – The most popular seasonal flavors crafted by our skilled bakers and baked to take in kraft cartons.					
	5303	Pumpkin Pie (shelf stable) 	8"	6	24
	5304	Sweet Potato Pie (shelf stable) 	8"	6	24
	5326	Pecan Pie 	8"	6	24
	5824	Pumpkin Pie (shelf stable) 	10"	6	40
	5863	Pecan Pie 	10"	6	36
Unbaked Pie Shells – Perfectly flaky pie shells make your signature desserts or savory quiche stand out while saving you valuable prep time.					
	5052	Vegetable Shortening Pie Crust (deep dish)	9"	20	8
	9272	Vegetable Shortening Pie Crust	10"	20	8

PLEASE CONTACT YOUR SALES REPRESENTATIVE OR CALL 855.524.7876 FOR MORE INFORMATION

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 **CLEAN LABEL**

* CLEAN LABEL RECIPE CONVERSION BY 2020