



ChefPierre[®]

Sara fee

Bistro

Chipits

ChefPierre

Pierre

ALL KINDS OF BAKERY FAVOURITES for any kind of menu.

Breakfast, brunch, dessert or a quick snack — it's always a good time for bakery. With three trusted frozen Sara Lee Bakery brands, you can offer your guests a complete line-up of flavourful, on-trend favourites ready to delight morning to night. From sweet to savoury to seasonal, shareable and to-go — simple, quality ingredients make all of our baked goods an experience your guests won't forget.

Classics Sarafee

- Classic tastes from a trusted favourite.
- Simply thaw and serve
- A wide variety of cheesecakes, layer cakes, sheet cakes, pound cakes and brownies

SaraLeeFrozenBakery.com

Chef Pierre[®]

- The #1 brand of foodservice pies*
- Dozens of tasty pie flavours
- A delicious variety of muffins and pastries *The NPD Group/SupplyTrack® 12 months ending August 2020

ChefPierre.com

Gourmet

Bakery

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- Thaw-and-serve format, perfect for grab-and-go
- Made with premium ingredients
- Baked in small batches and hand decorated
- A variety of gourmet brownies & bars, individual desserts, cakes and cheesecakes

YOUR GUIDE TO delicious bakery.
CHEESECAKES
SHEET CAKES
LAYER CAKES
OCCASION CAKES
MINI BISTRO COLLECTION
BARS & BROWNIES
GOURMET PIES
FRUIT HI-PIES
TRADITIONAL FRUIT PIES
PRE-SLICED PIES
MERINGUE & CREAM PIES

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SPECIALTY PIES

TRADITIONAL 8" FRUIT PIES

TRADITIONAL FRUIT PIES WITH NO SUGAR ADDED

CAFÉ LOAVES

CORN BREAD

DANISH

MUFFINS

INDIVIDUALLY WRAPPED

BistroGourmetBakery.com

Look for these symbols throughout this guide to identify products with features that quests are looking for...

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🖕 Canadian Made - The Maple Leaf tag indicates products that will appeal to guests looking for Canadian produced goods

Healthy Choice - Look for this symbol to identify our wide variety of nutritionally pleasing options. All offer the exceptional taste and quality today's guests demand, as validated by our extensive sensory testing. From low fat to no sugar added selections and more, they're all tastes you can feel good about.

Clean - This designation identifies a variety of baked goods that best align with consumer demand for cleaner ingredients.



Kosher Dairy

Sara fee	Code	Name	Description	Case Pack	Item Net Wt.
	8018	French Cream Cheesecake Tray Pack	Less dense, cold-set cheesecake with a hint of lemon atop an oatmeal crumb crust, a price sensitive alternative.	4 – 8" x 15" (Unsliced)	2070 g\73 oz Per Tray
	8076	French Cream Cheesecake	Less dense, cold-set cheesecake with a hint of lemon atop an oatmeal crumb crust, a price sensitive alternative.	8 - 10" (Unsliced)	1191 g∖42 oz Per Cake
	8077	New York Style Hi- Rise Cheesecake	Dazzle guests with a full 3.25" tall profile that is the peak of indulgence.	2 - 10" (16 Slices)	3714 g\131 oz
	8117	Classic Tall Cheesecake	2.5" of creamy New York style plain cheesecake atop a graham cracker crust.	2 - 10" (14 Slices)	2891 g\102 oz
	8078	New York Style Cheesecake	This perfectly textured cheesecake is made with 100% real cream cheese on a graham cracker crust . Over 1.5" high.	4 - 10" (16 Slices)	1928 g\68 oz



Cheesecake

stands out as being the most preferred dessert regardless of the time of day.*

🔀 Clean

Description

CHEESECAKES

Case Pack

Item Net Wt.

Contains: 1 Plain, 1 Chocolate Marble, 1 Butter Pecan, 1 Double Chocolate Cheesecake.

4 - 10" (16 slices each) Varies

Rich, creamy cheesecake tops a sweet sugar cookie base, ready for your creative garnish.

40

74 g/2.6 oz



SHEET CAKES (UNSLICED)

			D)		
Sara fee	Code	Name	Description	Case Pack	Item Net Wt.
Carter	3922	Chocolate	Uniced chocolate cake, ready to be dressed up for any application or occasion.	4 -12" x 16"	1361 g\48 oz
	8240	White Sponge	Uniced light-textured cake that is perfect for any application or occasion.	4 - 12" x 16"	1247 g\44 oz
	8242	Banana 🗭	Classic banana cake covered with banana butter cream icing.	4 - 12" x 16"	2126 g\75 oz
	8243	Orange	Sunny, orange-flecked cake covered with a refreshing orange icing.	4 - 12" x 16"	2126 g\75 oz
	8244	Chocolate	Dark, decadent, chocolate goodness from the icing down to the rich cake bottom.	4 - 12" x 16"	2098 g\74 oz
	8246	Carrot	Carrots, pineapple, walnuts and molasses, covered with a nut-studded layer of real cream cheese frosting.	4 - 12" x 16"	2721 g\96 oz
2	8252	Red Velvet	Vibrant red cake with a subtle chocolate flavour, finished with real cream cheese frosting.	4 - 12" x 16"	2211 g\78 oz

Sara fee 8298 Large Pound Cake Ø

Desserts are a common way that consumers reward themselves throughout the week, especially towards the end of the day*



SHEET CAKES (UNSLICED)

Tender and buttery, an original Sara Lee recipe, perfect for creating signature desserts.

Case Pack

12 cakes

Item Net Wt.

454 g\16 oz

LAYER CAKES

Bistro	Code	Name	Description	Case Pack	Item Net Wt.
	8948	World's Greatest Carrot Cake	Lightly spiced cake loaded with carrots, raisins and pecans, iced with cinnamon cream cheese frosting and decorated with buttercream carrots and walnuts.	2 - 9" (14 Slices)	2154 g\76 oz
	8947	World's Greatest Chocolate Cake	Four indulgent layers of rich chocolate cake iced with decadent chocolate fudge icing and hand-decorated with dark chocolate flakes surrounding every slice.	2 - 9" (14 Slices)	2608 g\92 oz
Consu	M	ers den	rand All DAY	OPTIONS	5

62% are sticking to what is familiar. 26% are eating more comfort food. 22% are snacking more between meals. 15% are eating more indulgent foods.

Sara fee	Code	Name	Description	Case Pack	Item Net Wt.
	8528	Carrot Elite	Real cream cheese icing tops this rich combination of carrots, pineapple and raisins.	2 - 10" (16 Slices)	2100 g\74 oz
	9301	Authentic Italian Tiramisu	An old family recipe consisting of alternating layers of Mascarpone cream and imported Italian Savoiardi lady finger biscuits soaked in espresso.	2 - 9" x 12" Unsliced	1770 g\62 oz

Sara fee Descript 8536 Chocolate All Two layers of moist chocolate cake frosted with chocolate **Occasion Cake** buttercream icing. Perfect for decorating! 8537 White All Occasion Two layers of moist white cake frosted with buttercream icing. Cake Perfect for decorating!

Compared to 2016. consumers are now less likely to define dessert as strictly a post-meal occasion, opening the door for more any-time dessert opportunities which aligns with recent snacking and "grazing" trends*

Kosher Dairy

🜞 Canadian Made

🗶 Clean

OCCASSION CAKES

4 - 8"

780 g\27 oz

4 - 8"

780 g\27 oz

MINI BISTRO COLLECTION (INDIVIDUAL)

Bistra	Code	Name	Description	Case Pack	Item Net Wt.
	8166	Key Lime Cream Pie	Whipped cream rosettes and toasted coconut decorate a refreshing Key lime mousse. <i>Try it frozen!</i>	24	79 g\2.8 oz
	8167	Peanut Butter Cream Pie	Chocolate crust layered with peanut butter mousse, chocolate ganache and crushed peanut butter cups.	24	88 g\3.1 oz
	38905	Red Velvet Cake	Striking red cake with rich, cream cheese mousse, whipped cream and red velvet cake crumbs.	24	71 g\2.5 oz

Sara fee 21120 Dessert Bar Variety 124 Date Square 8570 Lemon Lover's Bar 21116 Cinnamon Roll Bar d 8963 Salted Caramel G bro Brownie with ca Pretzel Crust au pre

* Technomic 2019

Cake creates all-day opportunities! 60% of diners order cake at dinner, 55% of diners order cake at lunch, 10% of diners order cake at breakfast.*

BARS + BROWNIES

escription	Case Pack	Item Net Wt.
Contains: 1 Date Square, 2 Lemon Lover's Bar, 1 Raspberry Macaroon, 1 Chocolate Swirl Cheesecake, 1 Strawberry Swirl Cheesecake.	2 - 12" x 16" 4 - 8" x 12"	Varies
Delicious dates between crisp ayers of oatmeal.	2 - 12" x 16"	2994 g\105 oz
xquisitely balanced tart emon filling atop an all-butter nortbread crust, hand-finished ith powdered sugar.	4-8"×12"	1250 g\44 oz
bold pop of cinnamon and outhwatering vanilla icing eliver the flavour of cinnamon olls in this delicious bar cake	2 Trays 12"x16"	2420 g\85 oz
ourmet salted caramel-filled ownie drizzled with salted aramel and dark chocolate on unique, chocolate-covered- retzel crust.	4-8"x12"	1531 g\54 oz

GOURMET PIES





ChefPierre[®] 5481 Caramel Applenut

Ov 9270 Apple an **Ø** sug de Ov 9278 Cherry che **Ø** Cru

Code Name

Ø 🚯

Desci

Fla 9282 Blueberry blu **Ø** 9283 Peach Ov juid **X**



Code Name

🗹 🚯









FRUIT HI-PIES® (UNBAKED)

Description	Case Pack	Item Net Wt.
A tender double crust encloses crunchy apples, walnuts and brown sugar; top it with the enclosed caramel icing packet.	6 - 10"	1446 g\51 oz
Over a pound of crisp apples and a hint of cinnamon and sugar combine to create this deep dish classic.	6 - 10"	1389 g\49 oz
Over a pound of Montmorency cherries filled in a tender flaky crust.	6 - 10"	1333 g\47 oz
Flavourful Northern wild blueberries in a flaky crust.	<mark>6</mark> - 10"	1333 g\47 oz
Over a pound of luscious, ripe, juicy peaches in a flaky crust.	6 - 10"	1333 g\47 oz
A tasty mix of apples, rhubarb, strawberries, raspberries and blackberries in a flaky crust.	<mark>6</mark> - 10"	1360 g\48 oz
Piled high with sweet, juicy strawberries and tart rhubarb in a flaky crust.	6 - 10"	1360 g\48 oz
Description	Case Pack	Item Net Wt.
	- Ouse Fack	

Over a pound of crisp apples and a hint of cinnamon and sugar combine to create this deep dish classic.

4 - 10"

1275 g\45 oz

TRADITIONAL FRUIT PIES (UNBAKED)



TRADITIONAL FRUIT PIES (BAKED)

220 (Code	Name	Description	Case Pack	Item Net Wt.
Table	7129	Apple 🧭 🔇	Featuring orchard-fresh apples and a hint of cinnamon and sugar. Pre-baked for your convenience.	6 - 10"	1360 g\48 oz
	-				
14		Healthy Choice	🚯 Kosher Dairy 🛛 🌞 Canadian M	lade 😿 Clean	



PRE-SLICED PIES (BAKED)

Dill A		
escription	Case Pack	Item Net Wt.
resh, juicy apples in a golden, aky open-weave pie crust.	6 - 10" (8 Slices)	964 g\34 oz
tender open-weave pie crust lled with sweet, mouthwatering herries.	6 - 10" (8 Slices)	964 g\34 oz
elicio <mark>u</mark> s blueberries set in a aky open-weave pie crust.	6 - 10" (8 Slices)	964 g\34 oz
laturally sweet filling topped ith delicious pecan halves.	6 - 10" (8 Slices)	1021 g\36 oz
umpkin, nutmeg and cinnamon a holiday favourite.	6 - 10" (8 Slices)	1219 g\43 oz
weet, juicy peaches in a olden, flaky open-weave crust.	6 - 10" (8 Slices)	964 g\34 oz
weet juicy apples, set in a astry crust and topped with runch <mark>y</mark> cinnamon streusel.	6 - 10" (8 Slices)	1275 g\45 oz

Artificial sweeteners and ingredients are increasingly frowned upon, and 39% of consumers say that they would be likely to order desserts

made with real ingredients

(e.g. real cane sugar, real butter, etc.)*

Canadian Made





Spicy Cinnamon Apple Pie Shake with Salted **Caramel Churro**

> Featuring **ChefPierre**[®] Apple Hi-Pie®

Creamy vanilla ice cream blended with an entire slice of Apple Pie and garnished with a warm cinnamon churro, salted caramel sauce and cinnamon candies. All topped with house-made whipped cream. For a boozy shake, add a shot of cinnamon whiskey!

16

PRE-SLICED PIES

Case Pack

Fresh, juicy apples piled into a golden, flaky open-weave pie

6 - 10" (10 Slices) 964 g\34 oz

A tender open-weave pie crust filled with sweet, mouthwatering cherries.

6 - 10" (10 Slices) 964 g\34 oz

Naturally sweet filling topped with delicious pecan halves.

6 - 10" (10 Slices) 1021 g\36 oz

Pumpkin, nutmeg and cinnamon - a holiday favourite

6 - 10" (10 Slices) 1219 g\43 oz

OVER-THE-TOP MILKSHAKES

Milkshakes are the 2nd most popular toppable item (behind ice cream)

Technomic Dessert Consumer Trend Report, 2019

%31% of consumers absolutely LOVE milkshakes

SLFB Menuvision, 2019

Technimic Dessert Consumer Trent Report, 2019

MERINGUE & CREAM PIES (UNSLICED)

	Code	Name	Description	Case Pack	Item Net Wt.
nef Pierre ®					
	5145	Key Lime Meringue	Classic condensed milk Key lime filling in a graham crust, topped with meringue.	6 - 10"	1049 g\37 oz
ad Ale	5888	Crème de la Cream Variety Pack	Contains: 1 Banana, 1 Chocolate, 1 Coconut, 1 Cookies & Cream	4 - 10"	varies
• [4.7] [4.1	9297	Chocolate Crème de la Cream	Bits of genuine milk chocolate add sweet texture to the luscious chocolate filling atop a pastry crust.	4 - 10"	1077 g\38 oz
	5876	Coconut Crème de la Cream	Creamy coconut filling loaded with toasted coconut covered with whipped topping and more toasted coconut on a flaky pastry crust.	4 - 10"	1219 g\43 oz
	7137	Coconut Meringue	Shredded coconut loaded in a custard filling, topped with meringue and more toasted coconut in a sweet graham crust.	6 - 10"	1020 g\36 oz
	7138	Lemon Meringue	Naturally zesty lemon citrus filling atop a sweet graham crust.	6 - 10"	1020 g\36 oz
	9293	Gourmet Lemon Meringue	Tart lemon filling topped with peaked golden meringue on a pastry crust.	4 - 10"	1304 g\46 oz
	7149	Banana Cream	Light and creamy, packed with pureed bananas for a full, ripe flavour atop a sweet graham crust.	6 - 10"	765 g\27 oz

Chef Pierre[®] 7150 Chocolate Cream С to of 7151 Coconut Cream Cr 7180 Strawberries & A ch Cream wi gr 7185 Chocolate Mint Cł Cream Layer wi fill Cr Code Name **ChefPierre**[®] 7156 Boston Cream Lá CC fil ch 9273 Pecan Na wi Ø an (B 7160 Key West Lime Sw de Ur Ke

Code Name

MERINGUE & CREAM PIES (UNSLICED)

	Our Durk	The set N is the NAD
escription	Case Pack	Item Net Wt.
Chocolate filling, whipped opping rosettes and a shower f chocolate sprinkles atop a weet graham crust.	6 - 10"	765 g\27 oz
Creamy coconut cream loaded vith crunchy toasted coconut top a sweet graham crust.	6 - 10"	765 g\27 oz
light creamy filling loaded with hunks of strawberries finished /ith whipped topping in a raham crust.	4 - 10"	1077g\38 oz
Chocolate cookie crust piled vith chocolate and mint llings and chocolate whipped ream, finished with chocolate havings.	4 - 10"	1130 g\40 oz
SPECIAL	TY PIES	(UNSLICED)
escription	Case Pack	Item Net Wt.
ayers of yellow sponge cake omplemented by rich custard lling and topped with dark hocolate fudge icing.	6 - 10"	936 g\33 oz
laturally sweet filling topped vith delicious pecan halves nd pieces for total coverage. Baked)	6 - 10"	1021 g\36 oz
eweet Key lime filling in a lelicious graham crust. Intopped to allow for classic Key lime presentation.	6 - 10"	1049 g\37 oz

SPECIALTY PIES (UNSLICED)

Description Code Name Case Pa Item Net Wi **ChefPierre**[®] 6 - 10" 1219 g\ 43oz 9281 Pumpkin Classic pumpkin pie flavour made with whole eggs, milk Ø nutmeg and cinnamon - a holiday and year-round favourite. (Baked) 7154 Lard Shortening Versatile shell that can be used 4 bags /5 227 g\8 oz for fruit pies or quiches. Unbaked Pie Shell 227 g\8 oz 9272 Vegetable A premium crust, perfect for 4 bags /5 creating your own signature pies Shortening and desserts. Unbaked Pie Shell

TRADITIONAL 8" FRUIT PIES (UNBAKED)

	Code	Nomo	Description	Case Pack	Itom Not Mt
Chef Pierre [®]	Code	Name	Description	Case Pack	Item Net Wt.
		Apple (3)	Featuring orchard-fresh apples and a hint of cinnamon and sugar	6 - 8"	765 g\27 oz
5		Blueberry	Flavourful Northern blueberries, subtly balanced for sweetness.	6 - 8"	765 g\27 oz
		Cherry	A tender golden pie crust filled with tart cherries.	6 - 8"	765 g\27 oz
Contraction of the second seco		Strawberry Rhubarb	A delightful mix of sweet strawberries and tart rhubarb.	6 - 8"	765 g\27 oz
		Peach	A golden filling of luscious, ripe, juicy peaches.	6 - 8"	765 g\27 oz





TRADITIONAL 8" FRUIT PIES (BAKED)

Description

Case Pack

Item Net Wt.

Naturally sweet filling topped with delicious pecan halves.

6 - 8"

680 g\24 oz

TRADITIONAL FRUIT PIES - NO SUGAR ADDED, 1/3 REDUCED FAT (UNBAKED)

Description

Case Pack

Delicious Montmorency tart cherries with no added sugar and a reduced-fat crust.

6 - 10"

1304 g\46 oz

Item Net Wt.

Featuring orchard-fresh apples 6 - 10" with a hint of cinnamon, nosugar-added and a reduced-fat

1304 g\46 oz

Our classic blueberry pie is filled with delicious plump and juicy wild blueberries, in a no added sugar and reduced fat crust.

6 - 10"

1304 g\46 oz



Pies TO-G

PROFITABLE

CAFEé LOAVES

1 A.S. 40 P.S.	Code	Name	Description	Case Pack	Item Net Wt.
nef Pierre [®]					
S	19012	Banana Chocolate Chip Café Loaf (unsliced)	Perfectly ripe Chiquita bananas and semi-sweet chocolate chips make this moist loaf one that customers will love.	4 Loaves 10.5"x4.5"	925 g\ 32.6 oz
July 1	19013	Blueberry Yogurt Café Loaf (unsliced)	Plump fresh blueberries and smooth vanilla yogurt are a heavenly duo in this popular cake.	4 Loaves 10.5"x4.5"	950 g\ 33.5 oz
5	19014	Lemon Poppy Seed Café Loaf (unsliced)	This tea-time favourite pairs a fresh burst of lemon with the crunch of poppy seeds to create a delicioushomemade taste.	4 Loaves 10.5"x4.5"	880 g\ 31 oz
S	19016	Toffee Apple Café Loaf (unsliced)	This moist decadent loaf features the perfect pairing of rich toffee and juicy apples, lightly topped with a cinnamon crumble.	4 Loaves 10.5"x4.5"	850 g\ 29 oz
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		1.00		-	
	1 Ale				
	1 Mar	All and a second second		Real and	



Code Name

CORN BREAD

Description

Case Pack

Item Net Wt.

Sweetened moist and tender cornbread with red and green jalapenos for the perfect hint of spice. Pre-cut into 30 pieces per tray to eliminate labour and waste. 4 Trays 12"x6" 1814g\64 oz

Sweetened moist and tender cornbread ,with cake-like texture.

4 Trays 12"x6" 1814g\64 oz



2 Trays of Apple & 1 Tray 5 trays\10 each of Cheese, Raspberry, Cinnamon Raisin.

35 g\1.3 oz

Sweet laminated dough with a raspberry filling and drizzled with icing.

6 trays∖8

113 g\4 oz

2 Trays each of Apple, Cheese; 1 Tray each of Cherry Cheese, Cinnamon Almond Bear Claw.

6 trays∖8

Varies

43% of Consumers said they had a breakfast item for an afternoon snack in the past **2 weeks***



* Dataessential 2018

MUFFINS (BULK)

scription

Case Pack

Item Net W

1 Tray each of: Blueberry, Banana Nut, Lemon Poppyseed. The perfect size for buffets and brunches. 3 trays\54

25 g\.90 oz

INDIVIDUALLY WRAPPED

escription	Case Pack	Item Net Wt.
loist carrot cake frosted with weet icing and topped with alnut pieces. 21 day ambient nelf life.	24	2.25 oz
elicious, soft and moist Danish our most popular flavours. 21 ay ambient shelf life	Raspberry 6 Apple 6 Cinnamon 6 Cheese 6	Raspberry 3.25 OZ Apple 3.25 OZ Cinnamon 3.25 OZ Cheese 2.25 OZ
/heat bran, raisins and holasses make this a hearty hoist muffin.	24	90 g\3.2 oz
reamy yogurt and plump ripe lueberries in a moist muffin.	24	90 g\3.2 oz
arrots, pineapple, apple and aisins give this moist muffin ots of flavour.	24	90 g\3.2 oz
anana puree and chocolate hips in a moist muffin. Made rith HERSHEYS Chipits Canada's Most Loved rhocolate Chip Brand.	24	90 g\3.2 oz
ix of each flavour – Blueberry ogurt, Carrot, Banana hocolate Chip and Raisin Bran	24	90 g\3.2 oz

IT'S TIME to reorder!







Contact your Foodservice Sales Representative

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SaraLeeFrozenBakery.com