# A new. dey ber DELICIOUS. 

## 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.


- 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

## ChefPierre

- The \#1 brand of foodservice pies*
- Dozens of tasty pie flavours
- A delicious variety of muffins and pastries
-The NPD Group/SupplyTrack 12 montris ending August 2020
ChefPierre.com


Butho

- 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 delicions bakery

MINI BISTRO COLLECTION

BARS \& BROWNIES

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MUFFINS25
INDIVIDUALLY WRAPPED


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

* Canadian Made - The Maple Leaf tag indicates products that will appea to guests looking for Canadian produced goods
- Healthy Choice - Look for this symbol to identify our wide variety of nutritionally pleasing options. All qualy today's guests demand, as testing From low fot to no sugar added selections and more they all tastes you can feel good about.Clean - This designation identifies a variety of baked goods that best align mand for cleaner ingredients.
(


## CHEESECAKES

## CHEESECAKES

8018 French Cream Cheesecake Tray Pack

Less dense, cold-set cheesecake with a hint of lemon atop an oatmeal crumb crust
price sensitive alternative



8083 New York Style Variety Pack

4-10"
(16 slices each)

Varies

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

## Cherscanke

stands out as being the most preferred dessert atop an oatmeal crumb cr

1191 g 142 cz
Per Cake
2.5 " of creamy New York graham cracker crust.

This perfectly textured cheesecake is made with $100 \%$ real cream cheese on a graham cracker crust.
Over 1.5" high.

4-10"
16 Slices)

078 New York Style
©

SHEET CAKES (UNSLICED)

Uniced chocolate cake, ready
$4-12^{\prime \prime} \times 16^{\prime \prime}$
$1361 \mathrm{~g} \mid 48$ oz to be dressed up for any


Uniced light-textured cake that
is perfect for any application or occasion.


8242 ©

Classic banana cake covered
with banana butter cream icing
$4-12^{\prime \prime} \times 16^{\prime \prime}$
2126 gl75 oz with banana buter creamicing

Sunny, orange-flecked cake covered with a refreshing orange icing


8244 C ©

Dark, decadent, chocolate goodness from the icing
to the rich cake bottom.


Vibrant red cake with a subtle chocolate flavour, finished with real cream cheese frosting.

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


## LAYER CAKES



Consuners demand All dar optons
62\% are sticking to what is familiar.
$26 \%$ are eating more comfort food.
$22 \%$ are snacking more between meals.

$$
15 \% \text { are eating more indulgent foods. }
$$

Sarafee,

## Comparied 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*

## MINI BISTRO COLLECTION (INDIVIDUAL)

BARS + BROWNIES



## GOURMET PIES

Chocolate graham crust with chocolate truffle, mousse, malted milk, caramel and a dollop of chocolate whipped topping.
$2-9^{\prime \prime}$
(14 Slic
4 Slices)
2211 gl78 oz

Malted Chocolate Caramel Pie

753 Islander's Key Lime
 Pie

## say you baked it

we won't tell.

## ChefPierre

|  | $1446 \mathrm{gl51} \mathrm{oz}$ |
| :--- | :--- | :--- | :--- | :--- |

TRADITIONAL FRUIT PIES (UNBAKED)
PRE-SLICED PIES (BAKED)

## ChefPierre



## TRADITIONAL FRUIT PIES (BAKED)



## ChefPierre



Artificial sweeteners and ingredients are increasingly frowned upon, and 39\% of consumers say that they would be likely to order desserts
made with realingredients
(e.g. real cane sugar, real butter, etc.)*


## MERINGUE \& CREAM PIES (UNSLICED)

MERINGUE \& CREAM PIES (UNSLICED)

## ChefPierre

|  | Key Lime Meringue | Classic condensed milk Key <br> lime filing in a graham crust, <br> topped with meringue. | $6-10$ " | $1049 \mathrm{gl37}$ oz |
| :--- | :--- | :--- | :--- | :--- |

Description 8in Case Pack Item Net Wt:

## ChefPierre



SPECIALTY PIES (UNSLICED)
TRADITIONAL 8" FRUIT PIES (BAKED)

## ChefPierre

|  | Classic pumpkin pie flavour <br> made with whole eggs, milk <br> nutmeg and cinnamon-a <br> holiday and year-r-rund <br> favourite. (Baked) | $6-10$ " |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## TRADITIONAL 8" FRUIT PIES (UNBAKED)



## ChefPierre

$\begin{array}{ccccccc}5326 \text { Pecan } & \begin{array}{l}\text { Naturally sweet filling topped } \\ \text { with delicious pecan halves. }\end{array} & 6-8 " & 680 \mathrm{gl24} \mathrm{oz}\end{array}$
TRADITIONAL FRUIT PIES - NO SUGAR ADDED, $1 / 3$ REDUCED FAT

|  | Code Name | Description | Case Pack | Item Net Wt. |
| :--- | :--- | :--- | :--- | :--- | :--- |
| ChefPierre |  |  |  |  |



## CAFE LOAVES

 Description Case Pack It Net Wh
## ChefPierre



## ChefPierre



## $43 \%$ of Consuncers

said they had a breakfast item for an afternoon snack
in the past 2 weeleg*

## IT'S TIME to reorder!

## ChefPierre

Bistro

Contact your Foodservice Sales Representative
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