A new day for DELICIOUS.



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





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





- 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

BistroGourmetBakery.com

YOUR GUIDE TO delicious bakery

NEW YORK STYLE MINI CHEESECAKES	4
NDIVIDUALLY WRAPPED SNACK OPTIONS	5
CHEESECAKES	6-7
SHEET CAKES	8-9
AYER CAKES	10
OCCASION CAKES	11
MINI BISTRO COLLECTION	12
BARS & BROWNIES	13
GOURMET PIES	14
RUIT HI-PIES	15
RADITIONAL FRUIT PIES	16
PRE-SLICED PIES	17-19
MERINGUE & CREAM PIES	20-21
SPECIALTY PIES	21-22
RADITIONAL 8" FRUIT PIES	22-23
RADITIONAL FRUIT PIES VITH NO SUGAR ADDED	23
CAFÉ LOAVES	24
CORN BREAD	25
DANISH	25
MUFFINS	27



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 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.
- **K** Kosher Dairy

NEW YORK STYLE MINI CHEESECAKES

Code Code	Name	Description	Case Pack	Item Net Wt.
20151	Plain New York Style Mini Cheese Cake	Classic thick and creamy New York style cheesecake made with real cream cheese, and natural vanilla flavour on a rich and buttery graham crust.	24	92 g



Strawberry
New York Style Mini
Cheese Cake

Smooth and creamy New York style cheesecake made with real cream cheese, covered with a sweet blend of strawberry puree abd real strawberry piece on a vanilla shortbread cookie crust.

99 g



Salted Caramel Truffle New York Style Mini Cheese Cake

Smooth and creamy New York style cheesecake made with real cocoa powder and brown sugar, topped with chocolate truffles and a dollop of salted caramel atop a rich chocolate cookie crust.

98 g



20025 Chocolate Chip New York Style Mini Cheesecake

Smooth and creamy New York style cheesecake infused and topped with chocolate chips on a rich chocolate cookie crust.

24

85 g

Better-for-You Indulgence

• Cleaner label: No colours from Artificial sources, no artificial flavours

• Made with real cream cheese, real fruit and natural flavours



INDIVIDUALLY WRAPPED SNACK OPTIONS





Danish Variety
Pack

3

Delicious, soft and moist Danish in our most popular flavours. 21 day 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

1/3 of consumers state
individually wrapped food
makes them feel
better about eating
from a foodservice

Datasential Coronavirus & The Impact On Eating 2020

establishment

Consumers will place greater value on safety over healthy items, affordability, quality and taste.

Datasential One Table Consumer Report July 2020 Consumers will have a heightening demand for packaging with safety measures

Technomic CTR Delivery & Takeout 2020

CHEESECAKES





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

3

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









CHEESECAKES



8083 New York Style Variety Pack

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

(16 slices each)

Varies



20177 Classic Cheesecake Rich, creamy cheesecake tops a sweet sugar cookie base, ready for your creative garnish.

74 g/2.6 oz

Cheesecake

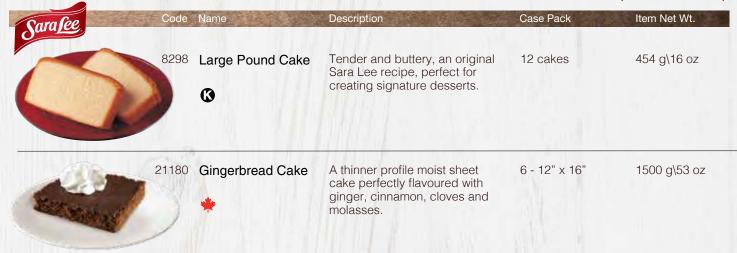
stands out as being the most preferred dessert regardless of the time of day.*



SHEET CAKES (UNSLICED)

a <u>see</u>	Code	Name	Description	Case Pack	Item Net Wt.
9	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 (3	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 - <mark>1</mark> 2" 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
	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





Desserts

are a common way that consumers

reward themselves throughout the week,



LAYER CAKES





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

Consumers demand ALL DAY OPTIONS

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.



OCCASSION CAKES



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



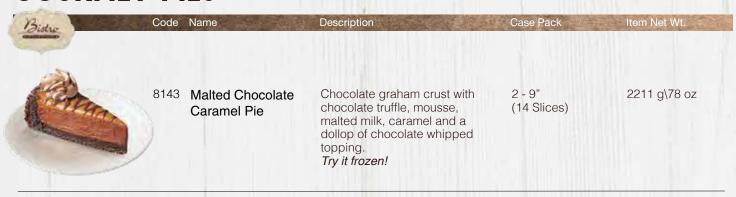
Bistro	Code Name	Description	Case Pack	Item Net Wt.	
	8166 Key Lime Cream Pie	Whipped cream rosettes and toasted coconut decorate a refreshing Key lime mousse. <i>Try it frozen!</i>	24	79 g\2.8 oz	
	8167 Peanut Butter Cream Pie	Chocolate crust layered with peanut butter mousse, chocolate ganache and 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	

BARS + BROWNIES



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.*

GOURMET PIES





8753 Islander's Key Lime
Pie

A pecan and graham crust covered with refreshing cream filling made from real Florida

2 - 10" (14 Slices) 1729 g\61 oz

Say you baked it we won't tell. ORDER YOUR TAKE-HOME PIE TODAY!

FRUIT HI-PIES® (UNBAKED)

			i i i i i i i i i i i i i i i i i i i		(ONDAILD)
Chef Pierre®	ode N	ame D	escription	Case Pack	Item Net Wt.
	5481	Caramel Applenut	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
	9270	Apple 🗷	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
	9278	Cherry	Over a pound of Montmorency cherries filled in a tender flaky crust.	6 - 10"	1333 g\47 oz
	9282	Blueberry	Flavourful Northern wild blueberries in a flaky crust.	6 - 10"	1333 g\47 oz
	9283	Peach	Over a pound of luscious, ripe, juicy peaches in a flaky crust.	6 - 10"	1333 g\47 oz
	9285	Fruits of the Forest	A tasty mix of apples, rhubarb, strawberries, raspberries and blackberries in a flaky crust.	6 - 10"	1360 g\48 oz
	9289	Strawberry Rhubarb	Piled high with sweet, juicy strawberries and tart rhubarb in a flaky crust.	6 - 10"	1360 g\48 oz

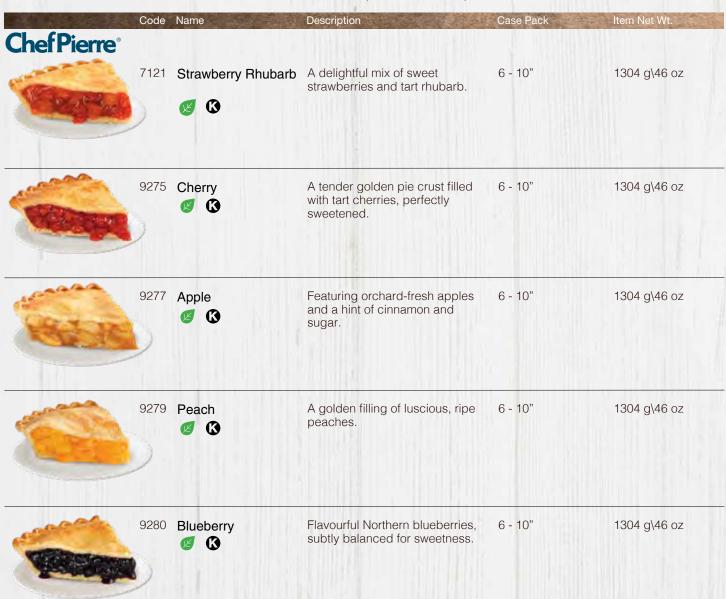
FRUIT HI-PIES® (BAKED)

	Code Name	Description	Case Pack	Item Net Wt.
Chef Pierre®				
1	9260 Apple	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)

40 11 45	Code	Name	Description	Case Pack	Item Net Wt.
Separate Sep	7129	Apple	Featuring orchard-fresh apples and a hint of cinnamon and sugar. Pre-baked for your convenience.	6 - 10"	1360 g\48 oz

PRE-SLICED PIES (BAKED)

	Code	Name	Description	Case Pack	Item Net Wt.
Chef Pierre®	879	Apple Lattice	Fresh, juicy apples in a golden, flaky open-weave pie crust.	6 - 10" (8 Slices)	964 g\34 oz
	888	Cherry Lattice	A tender open-weave pie crust filled with sweet, mouthwatering cherries.	6 - 10" (8 Slices)	964 g\34 oz
	889	Blueberry Lattice	Delicious blueberries set in a flaky open-weave pie crust.	6 - 10" (8 Slices)	964 g\34 oz
	7165	Pecan	Naturally sweet filling topped with delicious pecan halves.	6 - 10" (8 Slices)	1021 g\36 oz
	7166	Pumpkin	Pumpkin, nutmeg and cinnamon - a holiday favourite.	6 - 10" (8 Slices)	1219 g\43 oz
	7174	Peach Lattice	Sweet, juicy peaches in a golden, flaky open-weave crust.	6 - 10" (8 Slices)	964 g\34 oz
	9366	Dutch Apple Hi-Pie [®]	Sweet juicy apples, set in a pastry crust and topped with crunchy cinnamon streusel.	6 - 10" (8 Slices)	1275 g\45 oz

16

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.)*





Drive traffic with milkshakes that meet consumer seasonal preferences.

boozy shake, add a shot of cinnamon whiskey!

Trend Report, 2019

of consumers

absolutely LOVE

milkshakes

SLFB Menuvision, 2019

MEDINGHE & CDEAM DIES (LINSLICED)

	Name	Description	Case Pack	Item Net Wt.
hef Pierre®				
5145	Key Lime Meringue	Classic condensed milk Key lime filling in a graham crust, topped with meringue.	6 - 10"	1049 g\37 oz
5888	Crème de la Cream Variety Pack	Contains: 1 Banana, 1 Chocolate, 1 Coconut, 1 Cookies & Cream	4 - 10"	varies
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

MERINGUE & CREAM PIES (UNSLICED)

	Code	Name	Description	Case Pack	Item Net Wt.
hef Pierre®					
	7150	Chocolate Cream	Chocolate filling, whipped topping rosettes and a shower of chocolate sprinkles atop a sweet graham crust.	6 - 10"	765 g\27 oz
	7151	Coconut Cream	Creamy coconut cream loaded with crunchy toasted coconut atop a sweet graham crust.	6 - 10"	765 g\27 oz
	7180	Strawberries & Cream	A light creamy filling loaded with chunks of strawberries finished with whipped topping in a graham crust.	4 - 10"	1077g\38 oz
	7185	Chocolate Mint Cream Layer	Chocolate cookie crust piled with chocolate and mint fillings and chocolate whipped cream, finished with chocolate shavings.	4 - 10"	1130 g\40 oz

SPECIALTY PIES (UNSLICED)

Chef Pierre	Code Name	Description	Case Pack	Item Net Wt.
	7156 Boston Cream	Layers of yellow sponge cake complemented by rich custard filling and topped with dark chocolate fudge icing.	6 - 10"	936 g\33 oz
	9273 Pecan ⑤	Naturally sweet filling topped with delicious pecan halves and pieces for total coverage. (Baked)	6 - 10"	1021 g\36 oz
	7160 Key West Lime	Sweet Key lime filling in a delicious graham crust. Untopped to allow for classic Key lime presentation.	6 - 10"	1049 g\37 oz

20









SPECIALTY PIES (UNSLICED)

C	ode Na	me	Description	Case Pack	Item Net Wt.
Chef Pierre®					
92	281 Pu	umpkin	Classic pumpkin pie flavour made with whole eggs, milk nutmeg and cinnamon - a holiday and year-round favourite. (Baked)	6 - 10"	1219 g\ 43oz
7		ard Shortening nbaked Pie Shell	Versatile shell that can be used for fruit pies or quiches.	4 bags /5	227 g\8 oz
92	Sh	egetable nortening nbaked Pie Shell	A premium crust, perfect for creating your own signature pies and desserts.	4 bags /5	227 g\8 oz

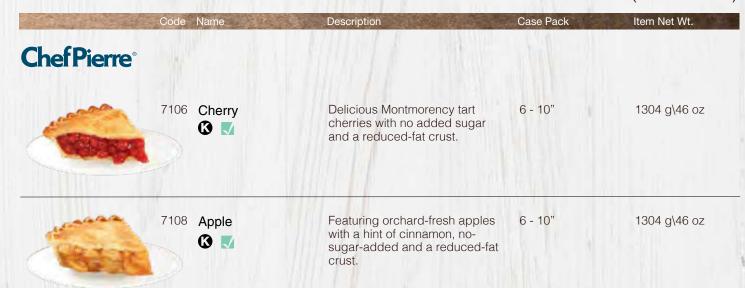
TRADITIONAL 8" FRUIT PIES (UNBAKED)

40000000000000000000000000000000000000		Name	Description	Case Pack	Item Net Wt.
hef Pierre®					
	5122	Apple	Featuring orchard-fresh apples and a hint of cinnamon and sugar	6 - 8"	765 g\27 oz
	5139	Blueberry	Flavourful Northern blueberries, subtly balanced for sweetness.	6 - 8"	765 g\27 oz
	5149	Cherry	A tender golden pie crust filled with tart cherries.	6 - 8"	765 g\27 oz
	5352	Strawberry Rhubarb	A delightful mix of sweet strawberries and tart rhubarb.	6 - 8"	765 g\27 oz
	5308	Peach	A golden filling of luscious, ripe, juicy peaches.	6 - 8"	765 g\27 oz
		■ Healthy Choice		ade 🔀 Clean	

TRADITIONAL 8" FRUIT PIES (BAKED)



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







	Code	Name	Description	Case Pack	Item Net Wt.
nef Pierre®					
	9012	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 o;
	9013	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 o;
	9014	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
	9016	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
	N.				
	1.3			100000	

CORN BREAD

		()		CO	
nef Pierre®		Name	Description	Case Pack	Item Net Wt.
	8282	Jalapeño Cornbread	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
	8281	Sweetstyle Cornbread	Sweetened moist and tender cornbread ,with cake-like texture.	4 Trays 12"x6"	1814g\64 oz
The second secon	-			The state of the s	
			Jerk	Cornbr	read Slide
			Jerk	Cornbr	read Slide
	Code	Name	Jerk	Case Pack	
efPierre	Code	Name			DANI
ef Pierre*	Code 8924	Demi Danish Variety Pack			DANI
ef Pierre*		Demi Danish	Description 2 Trays of Apple & 1 Tray each of Cheese, Raspberry,	Case Pack	DANI:

Healthy Choice

8344 Timeless Danish Variety Pack







2 Trays each of Apple, Cheese; 6 trays\8 1 Tray each of Cherry Cheese, Cinnamon Almond Bear Claw.

Varies

43% of Consumers

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



MUFFINS (BULK)

Code	Name	Description	Case Pack	Item Net Wt.
Chef Pierre®				
	Wholesome Indulgence Muffin Variety Pack	1 Tray of each: Blueberry, Banana Nut, Apple Cranberry. Made with whole grains.	3 trays\24	42.5 g\1.5 oz
• • • • • • • • • • • • • • • • • • • •	③ ☑			
A STATE OF THE STA	Mini Muffin Variety Pack	1 Tray each of: Blueberry, Banana Nut, Lemon Poppyseed. The perfect size for buffets and brunches.	3 trays\54	25 g\.90 oz

MUFFINS (INDIVIDUALLY WRAPPED)

Chef Pierre®		Name	Description	Case Pack	Item Net Wt.
	8110	Raisin Bran	Wheat bran, raisins and molasses make this a hearty moist muffin.	24	90 g\3.2 oz
	8111	Blueberry Yogurt	Creamy yogurt and plump ripe blueberries in a moist muffin.	24	90 g\3.2 oz
	8112	Carrot **	Carrots, pineapple, apple and raisins give this moist muffin lots of flavour.	24	90 g\3.2 oz
	8114	Banana Chocolate Chip	Banana puree and chocolate chips in a moist muffin. Made with HERSHEYS Chipits "Canada's Most Loved Chocolate Chip Brand.	24	90 g\3.2 oz
	20061	ASSORTED Muffins	Six of each flavour – Blueberry Yogurt, Carrot, Banana Chocolate Chip and Raisin Bran	24	90 g\3.2 oz

IT'S TIME to reorder!









Contact your Foodservice Sales Representative

Marjorie Smith msmith@saraleefb.com⊠

SaraLeeFrozenBakery.com