



FROZEN BAKERY

Pounds of **POSSIBILITIES.**

54% OF CONSUMERS
EITHER LIKE
OR LOVE
POUND CAKE.¹

CLASSIC LARGE
POUND CAKE
08298

- From the #1 brand of pound cake²
- 1 in 5 Gen Z consumers LOVE pound cake!¹
- Made with the original Sara Lee® recipe, trusted and enjoyed for generations
- Versatile cake creates menu opportunities all day—perfect for dessert, sweet or savory breakfast, coffee pairing, or a treat to-go



SKU	PRODUCT NAME	INDIVIDUAL WT. (OZ.)	CASE NET WT. (LBS.)	CASE PACK
08298	Classic Large Pound Cake	16	12	12
08630	Individually Wrapped Pound Cake	1.75	2.625	24

¹SLFB Proprietary Menuvision study, 2022 ²Nielsen, xAOC Latest 52 weeks, April, 2022 -OR- NPD Group/SupplyTrack, year ending January 2022
Based on broadline foodservice distribution of cases, dollars and pounds.



Take traditional to **ANOTHER LEVEL.**

Simple, flavorful and easily customizable – pound cake offers all kinds of delicious opportunities across the menu. With Sara Lee®, you get a consumer favorite from the brand that does it best. Just thaw and serve or use as an exciting part of a new signature dish.



POUND CAKE FRENCH TOAST STACK

Grilled classic pound cake layered with whipped topping and whiskey-infused strawberry compote.

POUND CAKE BREAKFAST SANDWICH

Fried egg, crispy bacon and cheddar cheese sandwiched between buttered and grilled classic pound cake slices.



POUND CAKE CREATES ALL-DAY OPPORTUNITY

38% of consumers last cake was had at dinner or as a late night snack, 40% at lunch or as an afternoon snack and 24% at breakfast or as a morning snack.³



PORTABLE. PROFITABLE.

Generate more sales with Sara Lee® thaw-and-serve pound cake that makes to-go easier than ever.

³ Datassential Dessert Keynote, 2021