



Make a positive impact on check averages with pie and cheesecake.

Make every month a profitable opportunity to sell more desserts. Use this calendar to identify key holidays matched to perfect pie and cheesecake pairings.

Featuring pies and cheesecakes from **ChefPierre** **Sara Lee** **Baker**

Serve these popular flavors all fall:
Pecan • Pumpkin • Apple • Caramel • Banana

Menu these favorites all year: Chocolate • Apple • New York Cheesecake



Feature the seasonal flavors your patrons crave.

EVENT	DATE	RECOMMENDED FAVORITES	MORE GREAT OPTIONS
National Apple Month	October	#00879 Apple Lattice Pre-Baked Pre-Sliced Pie (8 slices) #09260 Apple Pre-Baked Hi-Pie®	#09366 Dutch Apple Pre-Baked Pre-Sliced Hi-Pie® (8 slices) #07129 Traditional Apple Pre-Baked Pie
Oktoberfest	October	#09260 Apple Pre-Baked Hi-Pie® #09366 Dutch Apple Pre-Baked Pre-Sliced Hi-Pie® (8 slices)	#09348 Chocolate Brownie Open Face Pre-Baked Pre-Sliced Pie (10 slices) #09368 Pumpkin Spice Latte Pre-Sliced Pie (8 slices)
National Dessert Day	10/14	#09460 Luxe Layers® Banana Crème Dark Chocolate Ganaché Pre-Sliced Pie (8 slices) #09348 Chocolate Brownie Open Face Pre-Baked Pre-Sliced Pie (10 slices)	#07185 Chocolate Mint Cream Layer Pie #08077 New York Style Pre-Sliced Hi-Rise Cheesecake (16 slices)
Sweetest Day	10/17	#09298 Crème de la Cream Cookies & Cream Pie #08065 New York Style Pre-Sliced Creamy Cheesecake (16 slices)	#09383 Luxe Layers® Chocolate Mousse Caramel Pre-Sliced Pie (10 slices) #07180 Fruit de la Cream Strawberries & Cream Pie
Halloween	10/31	#09368 Pumpkin Spice Latte Pre-Sliced Pie (8 slices) #09366 Dutch Apple Pre-Baked Pre-Sliced Hi-Pie® (8 slices)	#05481 Caramel Apple Nut Hi-Pie® #08177 New York Style Pre-Sliced Tall Cheesecake (14 slices)
National Pumpkin Day	10/26	#07166 Pumpkin Pre-Baked Pre-Sliced Pie (8 slices)	#09372 No Sugar Added Pumpkin Pre-Baked Pre-Sliced Pie (8 slices) #09368 Pumpkin Spice Latte Pre-Sliced Pie (8 slices)
Election Day	11/3	#09260 Apple Pre-Baked Hi-Pie® #08065 New York Style Pre-Sliced Creamy Cheesecake (16 slices)	#09282 Blueberry Unbaked Hi-Pie® #09278 Cherry Unbaked Hi-Pie®
Veterans Day	11/12	#05451 Strawberry Cobbler #08077 New York Style Pre-Sliced Hi-Rise Cheesecake (16 slices)	#00879 Apple Lattice Pre-Baked Pre-Sliced Pie (8 slices) #07181 Chocolate Cream Layer Pie
Thanksgiving	11/26	#07166 Pumpkin Pre-Baked Pre-Sliced Pie (8 slices) #09260 Apple Pre-Baked Hi-Pie®	#07165 Pecan Pre-Baked Pre-Sliced Pie (8 slices) #08074 New York Style Pre-Sliced Plain Cheesecake (16 slices)
Christmas	12/25	#09384 Luxe Layers® Red Velvet Cream Cheese Mousse Pre-Sliced Pie (10 slices) #08117 New York Style Pre-Sliced Tall Cheesecake (14 slices)	#09260 Apple Pre-Baked Hi-Pie® #07166 Pumpkin Pre-Baked Pre-Sliced Pie (8 slices)
New Year's Eve	12/31	#07185 Chocolate Mint Cream Layer Pie #05059 Blackberry Unbaked Hi-Pie®	#08074 New York Style Pre-Sliced Plain Cheesecake (16 slices) #09383 Luxe Layers® Chocolate Mousse Caramel Pre-Sliced Pie (10 slices)

OCTOBER - DECEMBER 2020

GET PROFITABLE WITH OFF-PREMISE

Offer desserts to go or with meal bundles to increase check averages!



Operators saw a **29%** increase on check averages by adding pie

NPD Crest 2020

Cheesecake is the most appealing dessert to consumers: **53%** absolutely love New York Style Cheesecake

Sara Lee Frozen Bakery
MenuVision 2019

Operators saw a **131%** increase on check averages by adding cheesecake

NPD Crest 2020



Discover more tools to help boost sales all year.

SaraLeeFrozenBakery.com/SeasonalFavorites