



## Put more profits on the calendar.

Make every month an opportunity to sell more pie. We've created this helpful calendar of events, holidays and special occasions and matched them with the perfect pies to celebrate the season.

Featuring pies from **ChefPierre®**



Serve these popular flavors all spring long.

- Berry • Strawberry • Lemon • Peach

Menu these flavors all year. • Chocolate • Apple

## Feature the seasonal flavors your patrons crave.

EVENT	DATE	RECOMMENDED FAVORITES	MORE GREAT OPTIONS
Easter	4/12	#07174 Peach Lattice Pre-Sliced Pie, 8-cut	#09283 Peach Unbaked Hi-Pie®
		#07172 Coconut Meringue Pre-Sliced Pie, 10-cut	#07190 Coconut Crème de la Cream Pre-Sliced Pie, 8-cut
		#07173 Lemon Meringue Pre-Sliced Pie, 10-cut	#09293 Gourmet Lemon Meringue Pie
National Blueberry Pie Day	4/28	#09282 Blueberry Unbaked Hi-Pie®	#00889 Blueberry Lattice Pre-Sliced Pie, 8-cut
		#09379 Luxe Layers® Blueberry with Lemon Meringue Pre-Sliced Pie, 10-cut	
Cinco de Mayo	5/5	#07162 French Silk Pre-Sliced Pie, 8-cut	#09299 Gourmet French Silk Pie
		#05145 Key Lime Meringue Pie	#07160 Key West Lime Pie (Untopped)
		#07173 Lemon Meringue Pre-Sliced Pie, 10-cut	#09293 Gourmet Lemon Meringue Pie
National Coconut Cream Pie Day	5/8	#07172 Coconut Meringue Pre-Sliced Pie, 10-cut	#07190 Coconut Crème de la Cream Pre-Sliced Pie, 8-cut
Mother's Day	5/10	#05145 Key Lime Meringue Pie	#07160 Key West Lime Pie (Untopped)
		#07174 Peach Lattice Pre-Sliced Pie, 8-cut	#09283 Peach Unbaked Hi-Pie®
International Nurses Day	5/12	#07174 Peach Lattice Pre-Sliced Pie, 8-cut	#09459 Luxe Layers® Salted Caramel with Chocolate Peanut Butter Cluster Pre-Sliced Pie, 10-cut
		#04580 Chocolate Peanut Butter Crème de la Cream Pie	#09283 Peach Unbaked Hi-Pie®
National Apple Pie Day	5/13	#00879 Apple Lattice Pre-Sliced Pie, 8-cut	#09260 Apple Pre-Baked Hi-Pie®
Memorial Day	5/25	#05145 Key Lime Meringue Pie	#07160 Key West Lime Pie (Untopped)
		#07173 Lemon Meringue Pre-Sliced Pie, 10-cut	#09293 Gourmet Lemon Meringue Pie
National Strawberry Rhubarb Day	6/9	#07121 Strawberry Rhubarb Unbaked Pie	#09289 Strawberry Rhubarb Unbaked Hi-Pie®
Father's Day	6/21	#07180 Strawberries & Cream Pie	#09459 Luxe Layers® Salted Caramel with Chocolate Peanut Butter Cluster Pre-Sliced Pie, 10-cut
		#04580 Chocolate Peanut Butter Crème de la Cream Pie	

APRIL – JUNE 2020

60%

of operators say seasonality is a key factor for a successful LTO.

Datassential Blueprint for LTO Success, 2017

72%

of millennials say new flavors & menu launches are important attributes when visiting restaurants.

Technomic, 2019

48%

of consumers try an LTO item every month.

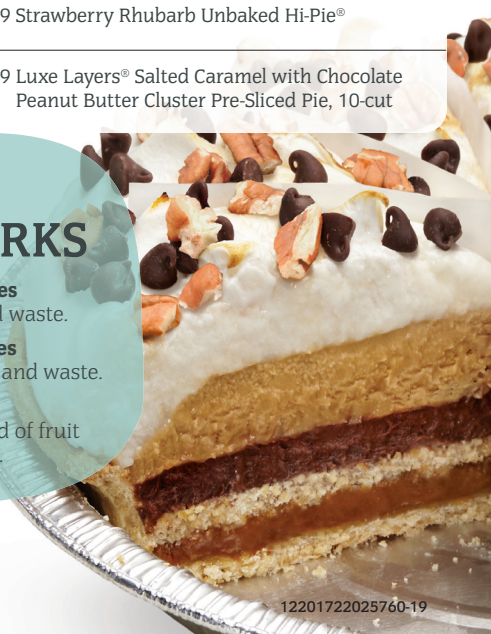
Technomic, 2018

### PIES WITH PERKS

**Pre-Baked Pies** decrease labor and waste.

**Pre-Sliced Pies** nearly eliminate labor and waste.

**Hi-Pies®** feature over a pound of fruit in every pie.



Discover more tools and inspiring recipes to help boost pie sales all year long.

[SaraLeeFrozenBakery.com/SeasonalFavorites](http://SaraLeeFrozenBakery.com/SeasonalFavorites)