



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®** **Bridesmaid®**

Serve these popular flavors all summer:
Lemon • Strawberry • Blueberry • Peach • Cherry

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 Blueberry Month | July | #00889 Blueberry Lattice Pre-Baked Pre-Sliced Pie (8 slices) #09282 Blueberry Unbaked Hi-Pie® | #09379 Luxe Layers® Blueberry Lemon Meringue Pre-Sliced Pie (10 slices) #08074 New York Style Pre-Sliced Plain Cheesecake (16 slices) |
| Independence Day | 7/4 | #09379 Luxe Layers® Blueberry Lemon Meringue Pre-Sliced Pie (10 slices) #09260 Apple Pre-Baked Hi-Pie® | #09348 Chocolate Brownie Open Face Pre-Baked Pre-Sliced Pie (10 slices) #08065 New York Style Pre-Sliced Creamy Cheesecake (16 slices) |
| National Cheesecake Day | 7/30 | #08077 New York Style Pre-Sliced Hi-Rise Cheesecake (16 slices) #08117 New York Style Pre-Sliced Tall Cheesecake (14 slices) | #08065 New York Style Pre-Sliced Creamy Cheesecake (16 slices) #08074 New York Style Pre-Sliced Plain Cheesecake (16 slices) |
| National Chocolate Pecan Pie Day | 8/20 | #09347 Chocolate Bourbon Pecan Open Face Pre-Baked Pre-Sliced Pie (10 slices) #07165 Pecan Pre-Baked Pre-Sliced Pie (8 slices) | #08752 Southern Pecan Pie |
| National Peach Pie Day | 8/24 | #07174 Peach Lattice Pre-Baked Pre-Sliced Pie (8 slices) #07128 Peach Lattice Pre-Baked Pie | #09283 Peach Unbaked Hi-Pie® #05485 Peachberry Unbaked Hi-Pie® |
| National Banana Lovers Day | 8/27 | #07191 Crème de la Cream Banana Pre-Sliced Pie (8 slices) #09460 Luxe Layers® Banana Crème Dark Chocolate Ganache Pre-Sliced Pie (8 slices) | #07149 Classic Banana Cream Pie #08077 New York Style Pre-Sliced Hi-Rise Cheesecake (16 slices) |
| Labor Day | 9/7 | #08117 New York Style Pre-Sliced Tall Cheesecake (14 slices) #09260 Apple Pre-Baked Hi-Pie® | #09348 Chocolate Brownie Open Face Pre-Baked Pre-Sliced Pie (10 slices) #07163 Lemon Meringue Pre-Sliced Pie (8 slices) |
| National Apple Dumpling Day | 9/17 | #07159 Apple Dumpling with Cinnamon Sauce (18 count) #09271 Apple Dumpling with Cinnamon Sauce (12 count) | |
| National Key Lime Pie Day | 9/23 | #07160 Key Lime Meringue Icebox Pie #05145 Key Lime Meringue Pie | #08166 Gourmet Individual Key Lime Cream Pie #08753 Islander's Key Lime Pre-Sliced Pie (14 slices) |
| National Strawberry Cream Pie Day | 9/28 | #07180 Fruit de la Cream Strawberries & Cream Pie #38901 Gourmet Individual Strawberry Cheesecake Cream Pie | |

JULY – SEPTEMBER 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

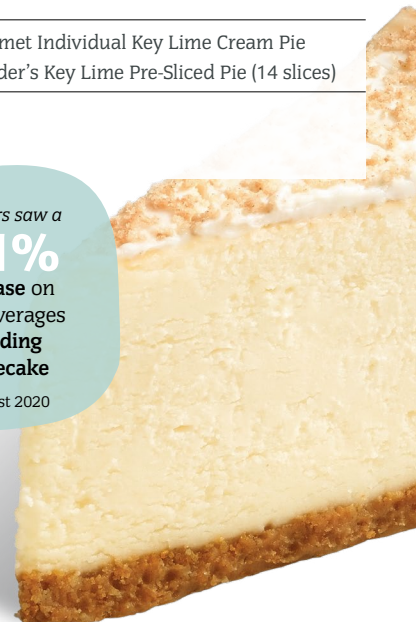


Cheesecake is the most appealing dessert to consumers: **53% absolutely love New York Style Cheesecake**

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](https://www.SaraLeeFrozenBakery.com/SeasonalFavorites)