

# ALCOHOL-INFUSED DESSERTS OPERATOR GUIDE

Featuring  
Blackberry Pie  
with Brandy-  
Mint Blackberry  
Cream



FROZEN BAKERY

## SEASONAL FAVORITES

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TIME TO  
SELL

featuring pies from **ChefPierre**



# INFUSION IS IN

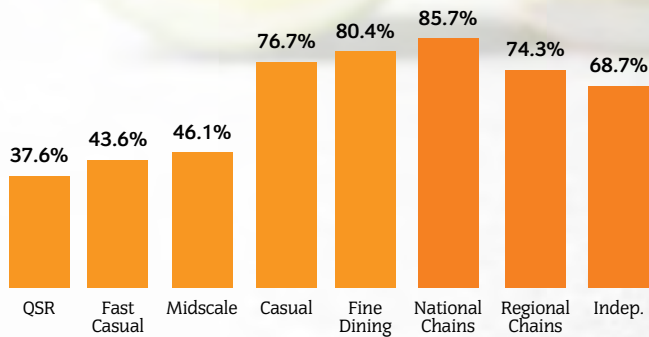
Americans love a good cocktail. They love them so much, they want their drinks in their food, too. Alcohol-infused desserts have taken off, so we took the trend and created two outstanding concepts ready to make a splash on your menu.

**TEQUILA**  
has a high Menu Penetration (70.8%) and is growing +9% over the past four years.

Datassential  
MenuTrends, 2022

## TEQUILA BY RESTAURANT TYPE

% of US restaurants menus that feature Tequila



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Santitas FROZEN BAKERY  
SEASONAL  
FAVORITES

# COMMERCIAL APPEAL



Alcohol ingredients  
ADD A CRAVEABLE  
AND UNIQUE TOUCH  
to traditional, simple  
desserts like pie.

Technomic Dessert Consumer  
Trend Report, 2019

Chef Pierre® Blackberry Unbaked Hi-Pie® provides the ultimate fruit-filled dessert just right for a bit of alcohol-infused innovation.

- Over a pound of IQF Evergreen blackberries in every pie – IQF process locks in fresh flavor, maintaining the highest fruit integrity.
- Innovative process tumbles fruit with sugar and spices for consistent flavor in every slice.
- Top crust bakes up tender and flaky, made without reworked dough.

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# COMMERCIAL APPEAL

## BLACKBERRY PIE WITH BRANDY-MINT BLACKBERRY CREAM

*Makes 1 serving*

### INGREDIENTS

2 Tbsp	Brandy or cognac
1 C	Heavy cream
5	Fresh blackberries
3 Tbsp	Powdered sugar
4 Leaves	Fresh mint
1 slice	(10-cut) #05059 Chef Pierre® Blackberry Hi-Pie®, prepared



### DIRECTIONS

- 1 Heat sauté pan over medium-high heat. Add brandy or cognac.
- 2 Liquor may flame at this point. When this happens, add cream and swirl pan to blend.
- 3 Add all blackberries to sauce, using a fork to crush 3 berries in pan.
- 4 Keep sauce in pan until reduced by half, about 3 minutes.
- 5 Remove pan from heat and whisk in 2 Tbsp powdered sugar.
- 6 Finely chop 3 mint leaves. Stir into sauce.
- 7 Portion sauce onto plate and plate prepared slice of pie.
- 8 Garnish pie and sauce with remaining powdered sugar and mint leaf.

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# COMMERCIAL APPEAL

## Chef Pierre®

### UNBAKED BLACKBERRY HI-PIE®

Over a pound of ripe blackberries in every pie, harvested at the peak of flavor.

SKU #  
05059

Per Case  
6, 47 oz Pies  
10 Slices Per Pie  
60 Servings Per case



ORDER THROUGH YOUR AUTHORIZED FOOD DISTRIBUTION COMPANY.



Chef Pierre® clean label pies are the perfect choice for Alcohol-Infused desserts. All featuring no artificial flavors, no artificial colors, no high-fructose corn syrup and zero trans fats.

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# NON-COMMERCIAL APPEAL

You have the opportunity to charge a premium price when you add a signature dessert to the menu. When it's new, on-trend and unlike anything your guests have seen before, they're willing to pay a bit more for the experience.

**\$2.99\***



*Standard Slice*

**\$3.99\***



*Elevated Slice*

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\*Suggested selling price



# NON-COMMERCIAL APPEAL

Offering whole pies for taking home is a great way to add on sales. There's no better way to promote pie sales than giving your customers the chance to see and taste the pies. Set up a tasting table or tiered display and add a variety of flavors along with our Blackberry Hi-Pie®.

## FOR THE IMPULSE PIE LOVERS

Offer pre-packaged pies available for impulse purchases. We recommend windowed kraft-colored boxes tied with baker's twine to create that extra-special appeal.

EXPLORE OUR TO-GO SOLUTIONS RESOURCES TO HELP YOU CAPITALIZE ON TO-GO OCCASIONS



[SaraLeeFrozenBakery.com/Foodservice/To-Go](https://SaraLeeFrozenBakery.com/Foodservice/To-Go)



To-go containers available on Amazon.com or through your foodservice distributor.

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# NON-COMMERCIAL APPEAL

## BLACKBERRY PIE WITH BOURBON OAT CRUMBLE, MINT SYRUP & CRÈME FRAICHE TOPPING

Makes 1 Serving

### *Bourbon Oat Crumble Topping*

#### INGREDIENTS

1 ½ C	Rolled oats
½ C	All-purpose flour
1 C	Light brown sugar
1 Tbsp	Honey
1 tsp	Cinnamon
½ tsp	Allspice
Pinch	Salt
1 C (2 sticks)	Unsalted butter (cut into pieces)
¼ C	Bourbon

#### DIRECTIONS

- 1 Mix the dry ingredients with cut butter pieces (work into the dry ingredients) in a large mixing bowl.
- 2 Add ¼ cup bourbon and mix evenly.
- 3 Pour contents onto ½ sheet pan.
- 4 Bake at 375°F for approximately 45 minutes. Let cool.

*Note: Alcohol in the bourbon will cook off but lend a hint of bourbon flavor to the crumble.*

### *Mint Simple Syrup*

#### INGREDIENTS

1 C	Sugar
1 C	Water
1 Tbsp	Chiffonade fresh mint

#### DIRECTIONS

- 1 Mix one part sugar, one part water.
- 2 Bring to boil and stir until dissolved. For a thicker syrup, continue to reduce.
- 3 Reduce heat and add chiffonade fresh mint.
- 4 Strain, then refrigerate syrup until needed.

### *Plating*

- 1 Spoon Mint Simple Syrup onto plate, place blackberry pie in the center of the plate.
- 2 Top pie with Bourbon Oat Crumble and Crème Fraiche or whipped cream, then serve.

*Note: Vanilla ice cream makes a delightful addition.*

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# NON-COMMERCIAL APPEAL

## KEY LIME MERINGUE PIE WITH TEQUILA MANGO CREMA

Makes 1 Serving

### INGREDIENTS

1 Slice	#05145 Chef Pierre® Key Lime Meringue Pie
1 Tbsp	White tequila
¼ C	Mango puree
¼ C	Culinary cream
2 Tbsp	Diced mango

### DIRECTIONS

- 1 Thaw and slice pie according to package instructions.
- 2 Place a small saucepan on medium-high heat, add tequila.
- 3 Using a long ignitor, ignite the tequila to burn off alcohol.
- 4 Let the alcohol burn off for 5 seconds and add strained mango puree, stir immediately.
- 5 Add cream and whisk well, bring to simmer and remove from heat. Cool for service.
- 6 Place tequila mango sauce on dessert plate, top with sliced Key Lime Meringue Pie.
- 7 Garnish plate with diced mangos and very thin lime zest curls.



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Datassential  
MenuTrends, 2022

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# NON-COMMERCIAL APPEAL

## COCONUT CREAM PIE WITH RASPBERRY MARGARITA COULIS

Makes 1 Serving

### INGREDIENTS

1 Slice	#05876 Chef Pierre® Crème de la Cream Coconut Pie
4 Tbsp	Margarita mix
½ C	Fresh raspberries
4 Leaves	Fresh mint
1 Tbsp	Shredded coconut, toasted

### DIRECTIONS

- 1 Thaw and slice pie according to package instructions.
- 2 Set aside 1 mint leaf and 2 raspberries.
- 3 Using a standard or immersion blender, puree remaining mint, raspberries and margarita mix until smooth.
- 4 Portion mixture onto center of plate, top with sliced Crème de la Cream Coconut Pie.
- 5 Garnish plate with reserved mint, raspberries and toasted coconut.



**MARGARITA'S**  
are on over half of  
U.S. menus (56.6%)  
and is up +7.5% over  
the past 4-years.

Datassential  
MenuTrends, 2022

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# NON-COMMERCIAL APPEAL

## BLACKBERRY PIE WITH CUCUMBER BASIL SYRUP & WHIPPED CREAM TOPPING

Makes 1 Serving

*If alcohol isn't allowed in your operation or inappropriate for your customer base, try this delicious alcohol-free recipe.*

### INGREDIENTS

1 C	Sugar
1 C	Water
¼ C	Small diced cucumber
1 Tbsp	Chiffonade fresh basil

### DIRECTIONS

- 1 Mix one part sugar, one part water.
- 2 Bring to boil and stir until dissolved. For a thicker syrup, continue to reduce.
- 3 Reduce heat and add diced, de-seeded cucumbers and chiffonade fresh basil.
- 4 Strain, then refrigerate syrup until needed.

### Plating

- 1 Spoon Cucumber Basil Simple Syrup onto plate.
- 2 Place blackberry pie in the center of the plate.
- 3 Top pie with whipped cream and serve.

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# TIME TO SELL

## SELLING PRICE STRATEGIES

- New item, new price
- Always round up to the nearest 9
- Benchmark against other retail operations in your area
- Don't be afraid push your prices higher



## PRODUCT COST

SKU #	Product Description	Portion Size	Avg. Servings Per Case	Approximate Product Cost*	Suggested Selling Price*
<i>Commercial Restaurant Recommendations</i>					
05059	Unbaked Blackberry Hi-Pie®	8-Cut Per Pie, 1 Slice	48	\$0.96	\$5.99 to \$8.99
<i>Non-Commercial Recommendations</i>					
05059	Unbaked Blackberry Hi-Pie®	8-Cut Per Pie, 1 Slice	48	\$0.96	\$2.99 to \$3.29

**FIND MORE TOOLS TO PROFIT WITH PIE AT [SARALEEFROZENBAKERY.COM/SEASONALFAVORITES](http://SARALEEFROZENBAKERY.COM/SEASONALFAVORITES)**

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\*Amounts used for illustrative purposes only





# PROMOTE AND PROFIT

*Alcohol-Infused Desserts* give you an exciting LTO platform to help attract infrequent and non-customers. We provide a wide range of appealing merchandising and POS tools customized to fit your operation.

## DIGITAL MESSAGING

Download screensavers and backgrounds for desktop, tablet and mobile devices. Update internet and intranet homepages.

## POSTERS & FLYERS

Download, print and post on department bulletin boards, in lobbies and at other high-traffic points around the facility – with client/administration permission. Consider coordination with the mailroom for desk drops.

## MENU INSERT OR TABLE TENT

Promote LTOs and special deals throughout the week, and keep your menu rotating to draw repeat visits.



DIGITAL GRAPHIC



POSTER



FLYER



TABLE TENT



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