

RE THINK

# Angel Food CAKE



## GET *Inspired* TO **CREATE** NEW MENU ITEMS WITH *Angel Food Cake*

From simple to elaborate, Sara Lee® Angel Food Cakes are the perfect base to create custom menu items. Think beyond desserts to create signature breakfast items or tasty snacks.



### ANGEL FOOD CAKE *French Toast* STICKS

Angel Food Cake transformed into French toast sticks and served with syrup.

# 75%

OF CONSUMERS  
HAD CAKE IN THE  
LAST MONTH<sup>1</sup>

## RE THINK CONVENIENCE

THAW AND SERVE CAKE  
IS EASY TO DRESS UP  
WITH SAUCES AND  
COMPOTES

# 46%

OF CONSUMERS ENJOY  
TRYING DIFFERENT FOODS<sup>2</sup>



### ANGEL FOOD CAKE

## *Churro Bites*

Deep fried Angel Food Cake tossed in cinnamon sugar. Serve with spicy chocolate to enhance the flavor profile.



### ANGEL FOOD CAKE

## *Mini Trifle*

Angel Food Cake layered with blueberry compote and cheesecake topping. Garnished with mint leaves.



RE THINK *Angel Food* CAKE .....

# INSIGHTS *Statistics* AND OPPORTUNITY



*Angel Food Cake* IS THE  
**#1 SELLING**  
CAKE FLAVOR IN US HOSPITALS<sup>1</sup>

## STRAWBERRY ANGEL FOOD CAKE *Tea Sandwiches*

Strawberry angel food cake slices with a filling of fresh strawberries and a zesty ricotta blended with sweetened lime juice.

**CAKE IS THE *Most Common* DESSERT ON MENUS<sup>2</sup>**

### CREATE INNOVATIVE, SIGNATURE DISHES, IDEAL FOR SHARING

- Perfect at any time of day — desserts, sweet or savory breakfasts, coffee pairings, or treats to-go
- Enticing flavor combinations stimulate curiosity — “I can’t wait to try it!”
- Love it plain or 100 other ways!

*over*  
**1 IN 5** YOUNGER CONSUMERS LOVE ANGEL FOOD CAKE<sup>3</sup>



STRAWBERRY IS THE 4<sup>TH</sup> MOST POPULAR FLAVOR ON SWEET MENUS<sup>4</sup>

### *New* STRAWBERRY VARIETY OFFERS INCREMENTAL VOLUME OPPORTUNITY

**62%** OF HEALTHCARE OPERATORS SURVEYED RESPONDED THAT THEY WOULD OFFER A SECOND ANGEL FOOD CAKE FLAVOR AS A NEW MENU ITEM IN ADDITION TO CURRENT ITEMS



## STRAWBERRY ANGEL FOOD CAKE *Tiramisu*

Strawberry angel food cake layered with velvety vanilla yogurt, and juicy strawberries, topped with hot cocoa whipped topping.



## STRAWBERRY ANGEL FOOD CAKE *Matcha Latte Cake*

Strawberry angel food cake soaked in a luscious blend of matcha latte and evaporated milk, and finished off with caramel sauce and whipped cream.

<sup>1</sup> Circana L52W YE Sept 2023 <sup>2</sup> Datassentials CAKE Report Oct 2022 <sup>3</sup> Datassential Dessert Keynotes 2021 <sup>4</sup> Datassentials SWEET FLAVORS Dec 2022 <sup>5</sup> SLFB Proprietary survey with N=100 Healthcare operators, August 2023.



Explore recipes and tools to help boost dessert sales at:  
[SaraLeeFrozenBakery.com/Foodservice](http://SaraLeeFrozenBakery.com/Foodservice)

