

# **Chef Pierre**<sup>®</sup>

Toasty Marshmallow



HIGHLIGHT YOUR FALL OFFERINGS WITH THIS TRADITIONAL FAVORITE COMFORT FOOD, NOW PAIRED WITH ENTICING FLAVOR COMPANIONS.









FEATURES, BENEFITS & RECIPES









Served as a simply delicious pie or as part of a festive pumpkin dessert display with toppings and pairings, pumpkin is the trendsetter everyone is looking for.

Chocolate Ganache PUMPKIN PIE

# IT'S TIME to ETHINK PIE

CHECK OUT OUR RE-THINK PIE GUIDE HERE.

## PEOPLE OF ALL AGES ARE LOVING PIE MORE THAN EVER.

- Offer pie-lovers what they want, traditional favorites and new ideas (Nearly 25% of consumers have eaten pie within the last week)<sup>1</sup>
- Pie awakens flavor nostalgia for pie-lovers of all ages who relish the taste memories they cherish
- Pie-lovers seek out innovative presentations and flavor pairings

# AND FLAVORS THAN EVER BEFORE.

PIES COME IN MORE TEMPTING FORMS

- Try fun and playful dessert ideas like "deconstructing" pie and serving it in layers in a bowl
- Consider using new, creative names to describe pie, giving it fresh appeal to all ages
  - Offer seasonal specials (65% of customers aged 26-41 are interested in seasonal desserts)<sup>1</sup>

CONSUMERS ARE EATING

CONSUMERS ARE EATING MORE PIE AS COMPARED TO A YEAR AGO'



NEARLY 8 IN 10 CONSUMERS SAY THEY LOVE OR LIKE PIE<sup>1</sup>



# CHOOSE PUMPKIN -Essential AND Innovative

Americans are loving all things pumpkin! Fall's favorite comfort food is showing up on more menus than ever. Toasty Marshmallow PUMPKIN PIE

PERFECT PAIRING SINGLE MALT Scotch

Pumpkin

## **MORE POPULAR THAN EVER**

 Americans are loving all things pumpkin

Still growing – it's expected to grow in popularity over 17% over the next few years<sup>1</sup>

Highlighted extensively for the season of sharing,<sup>2</sup> September to December

#### THE PERFECT FLAVOR COMPANION

 Pumpkin is delicious on its own and with enticing spices, toppings and pairings

Used widely for sweet as well as savory options

 For every season - pumpkin is one of the fastest-growing year-round pie flavors

## **ASSOCIATED WITH WELLNESS**

 Pumpkin is a natural ingredient, a healthy type of squash

A real food ingredient - the natural, slightly sweet flavor of pumpkin complements many spices

 Free from artificial sweeteners.
Many pie-lovers seek out pies without artificial ingredients

64% of consumers who tried PUMPKIN LIKE OR *love* IT<sup>2</sup> Pumpkin PIE IS ONE OF THE FASTEST GROWING YEAR-ROUND PIE FLAVORS, UP

2 IN 5 CONSUMERS WANT PUMPKIN SPICE YEAR-ROUND<sup>4</sup>



# PUMPKIN IS Perfect FIT FOR CONSUMERS WHO DESIRE Pleaner LABELS

Consumers are paying more attention to the important information printed on food labels. Chef Pierre® proudly presents the cleaner label customers are looking for: No Artificial Flavors, No Artificial Colors, and No High Fructose Corn Syrup.



### **COUNTING ON CLEANER LABEL INFORMATION**

- Consumers read and depend on labels more often than before
- Especially important to consumers: No artificial ingredients, No artificial flavors, No colors from artificial sources, and No high fructose corn syrup

### **BUYING CLEANER LABEL ITEMS**

- Overall, 40% of consumers are interested in clean label foods and 43% are likely to purchase them over items without clean labels<sup>1</sup>
- Among all U.S consumers, twice as many (49%) consider clean label options important when shopping compared to 24% of those who consider clean label options irrelevant<sup>2</sup>

### VIEWS OF HEALTHFULNESS AND CLEANER LABEL INFORMATION

- Over half of consumers say clean claims align with greater healthfulness<sup>3</sup>
- Over 6 in 10 consumers say "having no artificial sweeteners" makes an item "more healthy"<sup>3</sup>

### VALUES OF CLEANER LABEL INFORMATION

- About half of consumers are willing to pay a 5-10% premium for clean food label<sup>1</sup>
- A quarter of customers are willing to pay more for an item with no artificial sweeteners<sup>3</sup>

# CLEAN FOOD **Believed** to taste better 🧮

Clean label foods are viewed as slightly or much more tasty by over a third of consumers. Desserts made with "Real Ingredients" are rated as very appealing by 55% of consumers.<sup>3</sup>







Enticing "piecuterie" display with pumpkin dessert slices and pairings brings a "*WOW*" factor!

Arrange pumpkin dessert slices on your choice of board or platter

Offer a range of accompanying toppings next to the slices or in individual dishes





Beer: Double/Imperial IPA Wine: Moscato, Riesling Liquor: Espresso Martini

#### GINGER PECAN STREUSEL



Beer: American Wheat, IPA Wine: Riesling, White Champagne Liquor: Vodka, Rum, Smokey Scotch



**CITRUS CREAM** 

Ethus Steam



Beer: Witbier, Blonde Ale Wine: Champagne, Sweet White Wines Liquor: Spanish Coffee

### **CARAMEL PEANUT**

Qanung Panul



Beer: Porter, Barley Wine Wine: Riesling, Port, Red Bordeaux Liquor: Hot Butter Rum



# PIES CREATED D Serve YOUR NEEDS Foster Preativity

## PRE-BAKED PIES SAVE TIME AND LABOR

In-house personnel don't spend time and labor cooking pies

Less staff training is required

### UN-BAKED PIES WHEN IT'S IMPORTANT TO SAY "BAKED FRESH IN HOUSE"

- Pies with a fresh-baked appearance give customers confidence in freshness
- Offering freshly baked pies enhances an atmosphere of freshness

## PRE-SLICED PIES COME IN PORTION-CONTROL SLICES



 Get 100% yield; operators have less waste resulting from inaccurate slicing by their personnel

## UNSLICED PIES GIVE OPERATORS CUSTOMIZATION OPTIONS

Pies can be sliced into a range of sizes for take-out

Ideal to decorate in-house to celebrate special holidays or occasions

# WITH SPICY CANDIED BACON

Tender golden flaky crust, filled with a lightly spiced pumpkin filling that's full of flavor. Covered in chopped candied bacon and topped with whipped cream and cinnamon sugar.



# EXAMPLE A PUMPKIN SPICE

Delicious pumpkin pie topped with a generous dollop of whipped cream, drizzled pumpkin spice sauce and topped with pumpkin pie spice.

PUMPKIN IS A CLASSIC THAT INVITES CREATIVITY



Creamy vanilla ice cream blended with a slice of pumpkin pie and milk. Topped off with whipped cream, pumpkin spice sauce and pie crust crumbles.

**PUMPKIN IS THE IDEAL FLAVOR COMPANION** 



Tender golden flaky crust, filled with a lightly spiced pumpkin filling that's full of flavor. Topped with a pecan crumble and caramel drizzle.



# WE OFFER Something DE EVERYONE

# Products and Specifications

sкu	FULL PRODUCT DESCRIPTION	PRE- BAKED	UNBAKED	PRE- SLICED	UNSLICED	SIZE	PIES PER CASE	AVG. SERV. PER CASE
9281	Chef Pierre® Open Face Pie 10" Pre-Baked Pumpkin 6ct/43oz	Х			х	10″	6	60
7166	Chef Pierre <sup>®</sup> Open Face Pie 10" Pre-Baked Pumpkin Pre-Sliced 8-Slice 6ct/43oz	Х		Х		10″	6	48
9376	Chef Pierre® Open Face Pie 10" Pre-Baked Pumpkin Pre-Sliced 10-Slice 6/43oz	Х		х		10″	6	60
9372	Chef Pierre <sup>®</sup> Open Face Pie 10" Pre-Baked Pumpkin No Sugar Added Pre-Sliced 8-Slice 6ct/43oz	Х		Х		10″	6	48
9276	Chef Pierre® Open Face Pie 10" Unbaked Pumpkin 6ct/46oz		х		х	10″	6	60

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## Profitability



PLAN AHEAD AND MAXIMIZE PROFITS BY GETTING TRENDY MENU OPTIONS IN FRONT OF CONSUMERS NOW!







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# EVERYONE *Loves* PIE

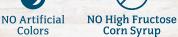
**THANKSGIVING IS AMERICA'S FAVORITE HOLIDAY: IT'S JUST** NOT THANKSGIVING WITHOUT **PUMPKIN PIE** 

**PUMPKIN PIE IS A** "MUST-HAVE" FOR FALL. THE SEASON OF SHARING

**EXPERIMENT WITH NEW RECIPES AND PRESENTATIONS TO GIVE PUMPKIN DESSERTS** AN UPDATED LOOK







Customers read and depend on clear labeling more than ever before

Colors

Customers seek products with No artificial ingredients, No artificial flavors, No colors from artificial sources, and No high fructose corn syrup



This classic favorite is also a trendsetter commanding top prices

Pair pumpkin, the ideal flavor companion, with toppings and drinks to boost your profits

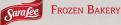
Customers say they are willing to pay more for products that are natural and do not have artificial ingredients

**CONTACT YOUR SALES REP FOR MORE** INFORMATION OR VISIT SARALEEFROZENBAKERY.COM



Explore recipes and tools to help boost pie sales all year. SaraLeeFrozenBakery.com/SeasonalFavorites





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