

TOP REASONS TO ADD MORE
pumpkin **PIE TO YOUR MENU!**



Lovin'
ALL THINGS
PUMPKIN

- ▶ 23% of consumers ate pie within the last week¹
- ▶ Nearly 8 in 10 consumers Love or Like pie¹
- ▶ Pumpkin Pie is the second most popular flavor sold during the fall pie season (September - December)¹



- ▶ People of all ages love pie
- ▶ Creative names make your pie creations sound even cooler
- ▶ 65% of millennials are interested in seasonal desserts¹
- ▶ Gen Z consumers look for fun, playful desserts¹



64% of consumers who have tried pumpkin spice love it or like it²

- ▶ Consumers love all things Pumpkin
- ▶ Up 33% in the last four years, Pumpkin Pie is one of the fastest growing year-round pie flavors³



- ▶ Easy-to-pack; convenient for take-out
- ▶ Pumpkin desserts are comfort food that can travel well
- ▶ Comfort foods are expected to remain menu items of interest for over 6 in 10 consumers⁴

LET PUMPKIN *Boost*
YOUR BOTTOM LINE

- ▶ High quality, pre-sliced Pumpkin Pie cuts prep time and makes portion control more efficient
- ▶ Affordable, pre-prepared desserts are easy to serve
- ▶ Choose pumpkin - its menu penetration is forecasted to grow +17% over the next four years¹



≡ TRY THESE ≡
Innovative
**PUMPKIN
 RECIPES**
 TO SPARK CUSTOMER
 INTEREST AND SATISFACTION



ONE PIE, *Endless* POSSIBILITIES!

**CREATE YOUR OWN
 PIEcoterie**

Celebrate the season of sharing by adding a unique dessert experience to your menu. Be creative and build a PIEcoterie board offering mini pumpkin pie slices and unique toppings. Consider beer, wine and liquor pairings to bring out the unique flavors of fall.



≡ *Pecan Crumble* ≡
PUMPKIN PIE

Pecans, butter, cinnamon and brown sugar are combined, then heated on our pumpkin pie and drizzled with caramel to bring out the character of all these favorite flavors for fall.



≡ *Toasty Marshmallow* ≡
PUMPKIN PIE

Delicious pumpkin pie topped with toasted marshmallows.



≡ *Pumpkin Pie* ≡
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.



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