

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



Lovin'
ALL THINGS
PUMPKIN

- ▶ Experiment with pumpkin, a trendsetting flavor companion
- ▶ Create lively, new names to show that pie is cool
- ▶ Gen Z consumers have a higher affinity for fun, playful desserts¹

Pie TO-GO

Boosts
— YOUR —
BOTTOM
— LINE —

- ▶ Promote seasonal favorites such as pumpkin pie bars to boost your profits
- ▶ Pack individual portions for grab and go convenience
- ▶ Seasonal and mini desserts appeal to more than half of all consumers¹

Pumpkin
— A FAVORITE —
FALL FLAVOR

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

- ▶ The flavor of a dessert often matters more to consumers than its specific variety
- ▶ Customers have specific seasonal preferences and expect your dessert offerings to change with the seasons

CHOOSE *Comfort* SNACKS THAT TASTE LIKE **FALL**

Students' top snack preferences encompass both healthy and indulgent occasions ³	Taste and comfort are key drivers for foodservice purchases in general ³	Portion control packaging helps students feel they are making a reasonable choice
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Promote
SEASONAL FAVORITES 
BUT LIMIT ITEM SELECTIONS

- ▶ Choose pumpkin - its menu penetration is forecasted to grow +17% over the next four years¹
- ▶ To address rising costs, C&U operators can reduce hours of service and limit daily menu items⁴

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



CREATE YOUR OWN
Pumpkin Pie **BAR**

Build a pie bar experience offering unique toppings such as ginger pecan streusel, caramel sauce, nuts, or flavored whipped cream to offer an array of delectable flavors.

ONE PIE, *Endless* POSSIBILITIES!



≡ *Toasty* ≡
Marshmallow
PUMPKIN PIE

Delicious pumpkin pie topped with toasted marshmallows.



≡ *Pumpkin Pie* ≡
MILKSHAKE

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 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