

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



*Lovin'*  
ALL THINGS  
**PUMPKIN**

- ▶ Nearly 8 in 10 consumers Love or Like pie<sup>1</sup>
- ▶ Pumpkin Pie is the second most popular flavor sold during the fall pie season (September – December)<sup>1</sup>



**PUMPKIN PIE**  
*Boosts*  
— YOUR —  
**BOTTOM LINE**

- ▶ Choose Pumpkin Pie, the comfort food that boosts your profits
- ▶ Serve Pumpkin Pie throughout the fall season for savings and satisfaction
- ▶ Efficient preparation and meal delivery saves time and labor<sup>2</sup>

*Pumpkin* **FALL'S FAVORITE** **DESSERT**

- ▶ Serve Pumpkin Pie, a dessert that brings a sense of comfort<sup>3</sup>
- ▶ The flavor of a dessert often matters more to consumers than its specific variety<sup>4</sup>
- ▶ Customers have specific seasonal preferences and expect your dessert offerings to change with the seasons<sup>4</sup>

**EASY TO Prepare AND Serve**  
**PUMPKIN PIE IS A WINNER**

- ▶ High quality, yet simple to prepare and transport; pie arrives looking delicious
- ▶ Consider pre-sliced Pumpkin Pie for portion control
- ▶ Easy to plate and serve; save time and increase efficiency<sup>5</sup>



**CONVENIENCE FOR RESIDENTS**

- ▶ Cafeterias and snack bars can pack Pumpkin Pie in single servings to go
- ▶ Offer the portability and delicious flavor of Pumpkin Pie

<sup>1</sup> Datassential Dessert Keynote, June 2021    <sup>2</sup> NPD Non-commercial Foodservice Review, Sept. 2021    <sup>3</sup> Source: Datassential Flavor Keynote, 2021

<sup>4</sup> Source: Technomic Foodservice Planning Program, 2021    <sup>5</sup> Technomic Segment Quick Bites Healthcare, 2021

≡ TRY THESE ≡  
*Innovative*  
**PUMPKIN  
RECIPES**

TO SPARK INTEREST AND  
CUSTOMER SATISFACTION



## *Chocolate Ganache* **PUMPKIN PIE**

Pumpkin pie topped with creamy bittersweet chocolate serves up a delicious flavor combination.



≡ *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.



≡ *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 Turtle* ≡  
**PIE**

The rich taste of buttery caramel and chocolate sauce drizzled and topped with chopped nuts is the perfect flavor companion for fall's favorite, pumpkin pie.



CONTACT YOUR SALES REP FOR MORE INFORMATION OR VISIT [SARALEEFROZENBAKERY.COM](http://SARALEEFROZENBAKERY.COM)

Explore recipes and tools to help boost pie sales all year.  
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