



2024

Pies

TO-GO

OPERATOR GUIDE



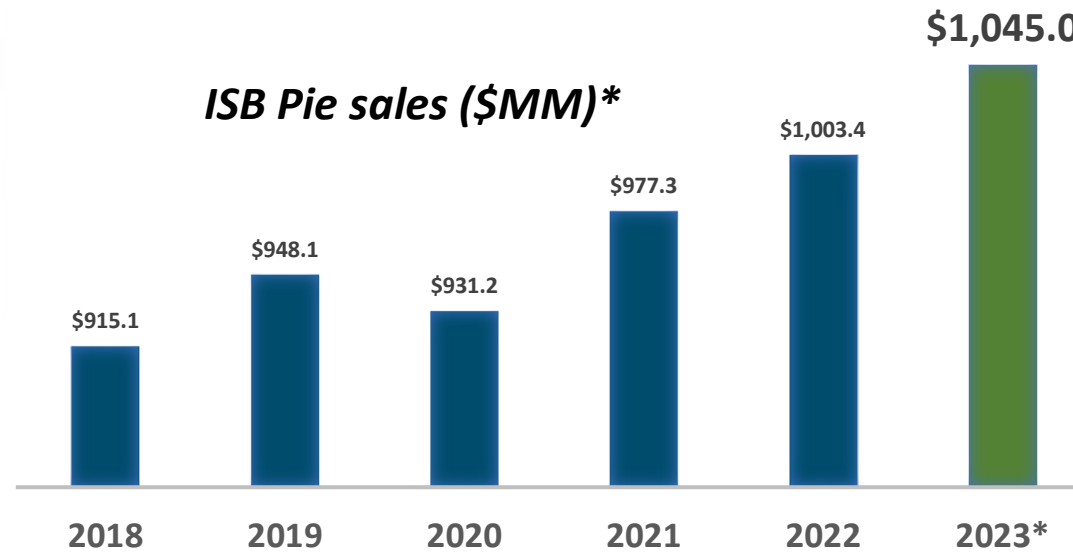
featuring pies from

Chef Pierre®



Pies TO-GO

TAKE-HOME PIE SALES ARE OVER \$1B !



Pies TO-GO can help you gain your *fair share*

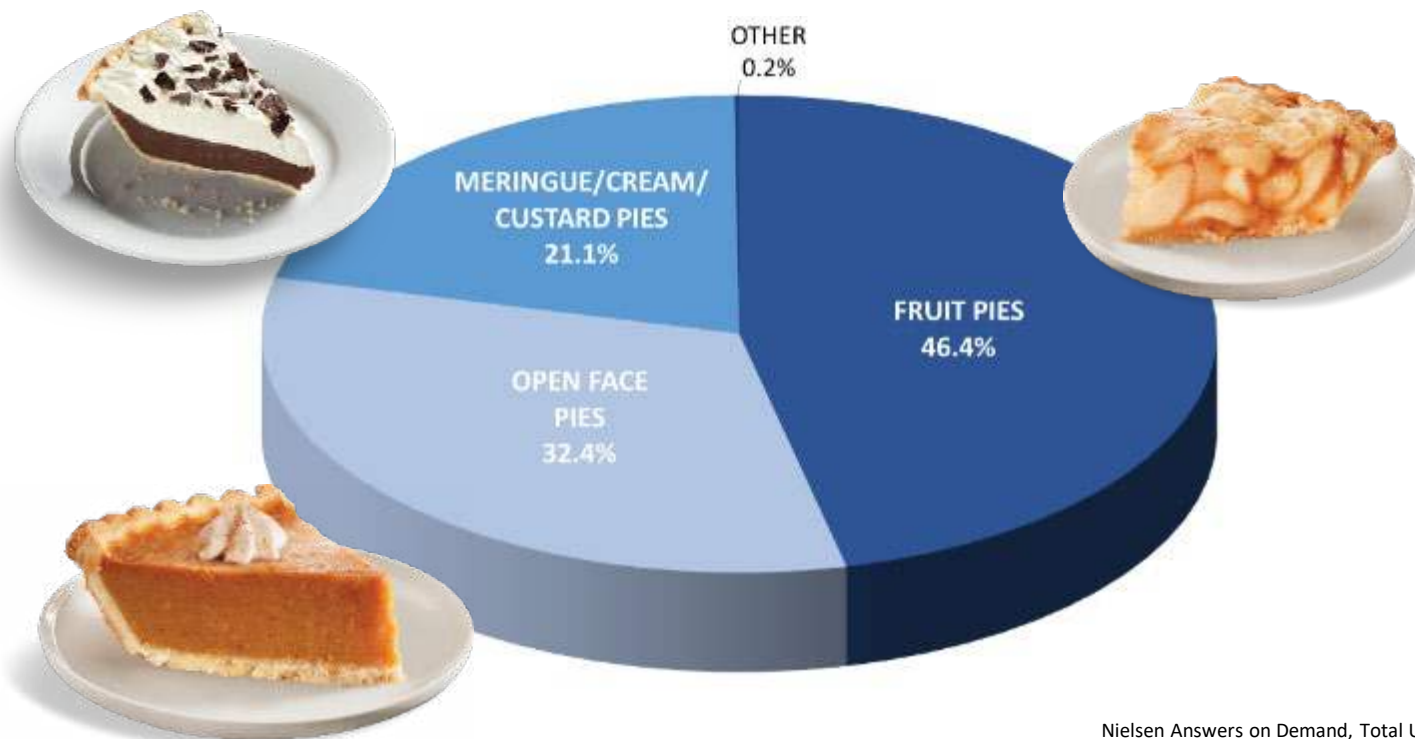
*Nielsen IQ \$ of ISB Pies 5" diameter and up in Total US xAOC during Latest 52 Wks - w/e 08/26/23



Pies TO-GO

TO GET YOUR FAIR \$HARE ~ OFFER THE BEST SELECTION: 1 FRUIT+1 OPEN FACE+1 MERINGUE *or* CREAM

Pie \$ Share by Type





WHY *Pies* TO-GO?

- **Almost 80% of consumers love or like pie¹**, and pie is an on-trend, nostalgic dessert.
- **68% of consumers see pie as a suitable year-round dessert².**
- **No extra labor required** – Pies are available pre-baked or thaw and serve, or unbaked if your customers want to enjoy the baking experience at home.
- **Pie is profitable** - depending on your price you could earn a 50% profit margin on every pie you sell. Click [HERE](#) for an operator's success story.
- **Easy to execute** – just choose your pie format and flavor and follow our simple tips on how to run a successful take home pie program.





EASY TO EXECUTE

- 1 CHOOSE YOUR HOLIDAY OR EVENT AND SELECT YOUR FEATURED PIES**
- 2 PROMOTE THE PROGRAM** (CLICK [HERE](#) FOR IDEAS)
- 3 OPTIONAL: TAKE ORDERS AND PAYMENT IN ADVANCE** (WORKS BEST FOR HOLIDAYS)
- 4 ORDER YOUR PIES FROM THE DISTRIBUTOR**
- 5 CUSTOMERS TAKE HOME PIES AND ENJOY!**





YEAR-ROUND *Pies* TO-GO OPPORTUNITIES

Quarterly Sales Boost



Pie "Pop-Up"



Fundraising



Combo Meals



Employee Appreciation/Gifts





QUARTERLY EVENTS

Q1



Click [HERE](#) for Suggested Flavors to Feature

Q2



Click [HERE](#) for Suggested Flavors to Feature



QUARTERLY EVENTS

Q3



Q4



Click [HERE](#) for Suggested Flavors to Feature

Click [HERE](#) for Suggested Flavors to Feature



QUARTERLY SALES BOOST

TIPS FOR A SUCCESSFUL QUARTERLY PIES TO-GO PROGRAM

- Generate excitement by choosing **holidays and special events** throughout the year that customers will look forward to celebrating with a restaurant quality pie.
- **Choose pies with seasonal relevance** (click [HERE](#) for quarterly suggestions).
- Set a **price that is competitive** for your market but also **delivers profit** (click [HERE](#) for a sample profit calculator).
- Use forms or online ordering to **allow customers to order in advance** and schedule pick up (click here for a sample order form).
- If possible, collect payment through ID/meal cards, payroll deduction, etc. to **reduce administration time**.

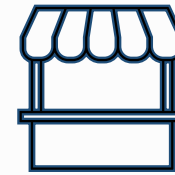




POP-UP *or* WEEKLY MENU FEATURE

TIPS FOR A SUCCESSFUL POP-UP PIES TO-GO PROGRAM

- Tap into the nostalgic dessert trend by featuring a **different pie on the menu each week** or for each **event**.
- Change up the featured pie often enough to **generate excitement and anticipation** for the next flavor.
- Select a price that is competitive in your market and delivers profit.
- Provide slices of the featured whole pie for a la carte purchase to **allow customers to “sample”** the quality and drive incremental sales.





COMBO MEAL

TIPS FOR A SUCCESSFUL COMBO MEAL PIES TO-GO PROGRAM

- Bundle Pies with entrees to offer **complete meal convenience** (ex: Pizza + Pie = Pie² meal).
- Choose **classic pies that are consumer preferred favorites** (Apple, Chocolate Cream, Pumpkin are the top 3 nationally*, click [here](#) for regional preferences)
- Set a **competitive price that communicates the value** but also delivers a profit (click [here](#) for a sample profit calculator).
- Use forms or online ordering to **allow customers to order in advance** and schedule pick up.
- Collect payment through ID/meal cards, payroll deduction, etc. to **reduce administration time**.



*Menuvision SLF B proprietary consumer preference study 202



FUNDRAISING

TIPS FOR A SUCCESSFUL FUNDRAISING PROGRAM

- Celebrate an awareness day/week/month or **support your local school, church, or favorite charitable organization** by selling restaurant quality pies.
- Choose **classic pies with broad appeal** (Apple, Chocolate Cream, Pumpkin are the top 3 consumer preferred flavors*, click [HERE](#) for regional preferences).
- Set a price that allows you to cover your costs and **make a meaningful donation to your cause** (click [HERE](#) for a simple profit calculator).



*Menuvision SLF B proprietary consumer preference study 202



EMPLOYEE APPRECIATION

TIPS FOR A SUCCESSFUL EMPLOYEE APPRECIATION PROGRAM

- Celebrate your employees with a gift that everyone will appreciate and enjoy, Pie!
- Give employees a choice by offering two or more pies in different formats (fruit, cream, open face, or icebox).
- Choose classic pies that are consumer preferred favorites (Apple, Chocolate Cream, and Pumpkin are the top 3 nationally*, click [HERE](#) for regional preferences).



*Menuvision SLF B proprietary consumer preference study 2022



OPERATOR TESTIMONIAL

"...sites who have participated in the sale have seen their dessert **revenues increase by 26%.**"

"...the pies have become very popular with **teachers, professors and administrators** in the education segments for the **ease of order and pick up.**"

"...some sites use the pie sale as a way to **raise money for charity**"



"The **sale is popular among all segments** due to the pies' taste and quality... but it has really struck a chord with **K-12 and higher education** diners due to its **convenience factor**"

"College students are also able to **purchase the pies through their meal plan.**"



TOOLS & RESOURCES





FAQs

What size box do I need to purchase?

- No extra boxes are needed, Chef Pierre pies come in a full color branded box with nutrition labeling and serving instructions. Or simply wrap the pie in a cellophane bag and finish it with some ribbon or string.
- If you prefer to buy your own plain bakery boxes, they are available at [Lakeland Supply](#), [Amazon](#), and [WebstaurantStore](#) or order from your local distributor when you place your pie order. Depending on your pie format, order 10"x10"x3" or 10"x10"x4" boxes.





PROMOTE THE PROGRAM

Utilize any digital signage in the facility to promote your program



Use table tents or point of sale material to drive awareness onsite



Announce the program in an email or e-newsletter to generate excitement



Post flyers on bulletin boards



Word of Mouth – have employees promote the program





Pies TO-GO PROFIT CALCULATOR

Quarterly Sales Boost Example

EXAMPLE

FRUIT PIES

SKU#	Product Description	Pies/Case	Approximate Cost/Pie*	Suggested Selling Price**	Gross Profit Per Pie	% Profit Margin
09277	Unbaked Traditional Apple Pie	6/46 oz	\$6.04	\$15.00	\$8.96	60%
09274	Unbaked Traditional Dutch Apple Pie	6/46 oz	\$6.62	\$15.00	\$8.38	56%
09279	Unbaked Traditional Peach Pie	6/46 oz	\$7.33	\$15.00	\$7.67	51%
09280	Unbaked Traditional Blueberry Pie	6/46 oz	\$8.40	\$15.00	\$6.60	44%
09285	Unbaked Fruits of the Forest Hi Pie	6/48 oz	\$10.14	\$15.00	\$4.86	32%

*Does not include distributor mark up
 ** Based on national mid scale menu prices



Order product through your authorized food distribution company

Average Gross Profit Per Pie	\$7.29
# Pies Sold/Day	10
Gross Profit/Day	\$72.94
# Program Days (6 wks.)	42
Total Gross Profit/Location	\$3,063.48
# of Locations	10
Total Gross Profit	\$30,634.80

