

RE THINK

Cream PIE



Chef Pierre®

GET Inspired TO CREATE NEW MENU ITEMS WITH Cream Pie

Cream Pies by Chef Pierre® deliver indulgence with thaw and serve convenience. Easy to enhance and transform, there are endless ways to create unique dessert offerings.



CHOCOLATE CREAM PIE

Choco Tacos

Chocolate dipped baked flour tortilla filled with chocolate cream pie, diced bananas, strawberries and marshmallows.



NEW ORLEANS INSPIRED

Bananas Foster PIE BOWL

A yellow sponge cake filled with rich custard filling, topped with decadent dark chocolate fudge icing, caramelized bananas and drizzled with warm caramel sauce.



Chocolate Mint Oreo® BOWL

Chocolate cookie crust piled with chocolate and mint fillings, chocolate whipped cream and chocolate shavings. Placed on a bed of raspberries, crumbled waffle cone and Oreo® cookies.



Tropical Coconut BREAKFAST PARFAIT

Light and creamy coconut cream pie with a dollop of yogurt, sprinkled with granola and coconut flakes.



CHOCOLATE COVERED

Strawberry SWEET BOWL

Light and creamy strawberry cream pie drizzled with chocolate sauce and garnished with a chocolate dipped strawberry.

INSIGHTS *Statistics* AND OPPORTUNITY



{ *nearly*
1 IN 4 }

**CONSUMERS
FIND CREAM PIES
APPEALING¹**

BETTER THAN

Breakfast Pie

Light and creamy chocolate filling that's finished with whipped topping and chocolate sprinkles topped with sliced banana, cocoa puffs and drizzled chocolate.

EVERYONE *Loves* PIE

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)²
- ▶ 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



CREAM PIES ARE A CONSUMER FAVORITE AND OFFER THE VARIETY THEY CRAVE.

- ▶ Chocolate Cream Pie appeals to 28% of consumers and 24% of consumers love Banana Cream Pie³
- ▶ Cream Pie can be found on nearly 15% of menus and nearly a quarter (23%) of Mid-scale restaurants feature cream pie⁴
- ▶ Coconut Cream Pies has grown +18% over the past 10 years⁵

1 IN 5

CONSUMERS ARE EATING MORE PIE AS COMPARED TO A YEAR AGO²



Love OR LIKE
PIE

NEARLY 8 IN 10 CONSUMERS SAY THEY LOVE OR LIKE PIE²

¹ Proprietary Menuvision study, 2022 ² Datassential Keynote, June 2021 ³ Proprietary Menuvision study, 2022 ⁴ Datassential SNAP, 2022 ⁵ Datassential MenuTrends, 2022



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