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Prepared Exclusively for COLLEGES I UNIVERSITIES

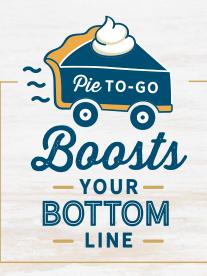
TOP REASONS TO ADD MORE *pumpkin* PIE to your menu!



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



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



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



Students' top snack preferences encompass both healthy and indulgent occasions³ Taste and comfort are key drivers for foodservice purchases in general³ Portion control packaging helps students feel they are making a reasonable choice



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

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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!

Jalnut



😑 Toasty 🖃 Marshmallow PUMPKIN PIE

Delicious pumpkin pie topped with toasted marshmallows.

Pumpkin Pie = MILKSHAKE

Bacor

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

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





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