



FALL IN Love WITH PUMPKIN

HIGHLIGHT YOUR FALL OFFERINGS WITH THIS TRADITIONAL FAVORITE COMFORT FOOD, NOW PAIRED WITH ENTICING FLAVOR COMPANIONS.

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IT'S PUMPKIN TIME



Walnut Crunch

Almond Cheesecake

Toasty Marshmallow

Chocolate Ganache



Get Ready FOR PUMPKIN SEASON

Served as a simply delicious pie or as part of a festive pumpkin dessert display with toppings and pairings, pumpkin is the trendsetter everyone is looking for.

Chocolate Ganache
PUMPKIN PIE

IT'S TIME to RETHINK 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)¹
- ▶ 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



PIES COME IN MORE TEMPTING FORMS AND FLAVORS THAN EVER BEFORE.

- ▶ Try fun and playful dessert ideas like “deconstructing” pie and serving it in layers in a bowl
- ▶ Consider using new, creative names to describe pie, giving it fresh appeal to all ages
- ▶ Offer seasonal specials (65% of customers aged 26-41 are interested in seasonal desserts)¹

CHECK OUT OUR RE-THINK PIE GUIDE [HERE](#).



CONSUMERS ARE EATING MORE PIE AS COMPARED TO A YEAR AGO¹



NEARLY 8 IN 10 CONSUMERS SAY THEY LOVE OR LIKE PIE¹

¹ Datassential Keynote, June 2021

Why
PUMPKIN?



CHOOSE
PUMPKIN
- *Essential* AND
Innovative

Americans are loving all things pumpkin!
Fall's favorite comfort food is showing up
on more menus than ever.



Toasty Marshmallow
PUMPKIN PIE

PERFECT
PAIRING
SINGLE MALT
Scotch

Pumpkin

MORE POPULAR THAN EVER

- ▶ Americans are loving all things pumpkin
- ▶ Still growing - it's expected to grow in popularity over 17% over the next few years¹
- ▶ Highlighted extensively for the season of sharing,² September to December

THE PERFECT FLAVOR COMPANION

- ▶ Pumpkin is delicious on its own and with enticing spices, toppings and pairings
- ▶ Used widely for sweet as well as savory options
- ▶ For every season - pumpkin is one of the fastest-growing year-round pie flavors

ASSOCIATED WITH WELLNESS

- ▶ Pumpkin is a natural ingredient, a healthy type of squash
- ▶ A real food ingredient - the natural, slightly sweet flavor of pumpkin complements many spices
- ▶ Free from artificial sweeteners. Many pie-lovers seek out pies without artificial ingredients

64%
OF CONSUMERS WHO
tried PUMPKIN
LIKE OR *love* IT²

Pumpkin PIE
IS ONE OF THE FASTEST
GROWING YEAR-ROUND
PIE FLAVORS. UP
+33%
IN THE LAST
FOUR YEARS³

2 IN 5
CONSUMERS WANT
PUMPKIN SPICE
YEAR-ROUND⁴



PUMPKIN IS THE *Perfect* FIT FOR CONSUMERS WHO DESIRE *Cleaner* LABELS

Consumers are paying more attention to the important information printed on food labels. Chef Pierre® proudly presents the cleaner label customers are looking for: No Artificial Flavors, No Artificial Colors, and No High Fructose Corn Syrup.



NO Artificial
Flavors



NO Artificial
Colors



NO High Fructose
Corn Syrup

COUNTING ON CLEANER LABEL INFORMATION

- ▶ Consumers read and depend on labels more often than before
- ▶ Especially important to consumers: No artificial ingredients, No artificial flavors, No colors from artificial sources, and No high fructose corn syrup

BUYING CLEANER LABEL ITEMS

- ▶ Overall, 40% of consumers are interested in clean label foods and 43% are likely to purchase them over items without clean labels¹
- ▶ Among all U.S. consumers, twice as many (49%) consider clean label options important when shopping compared to 24% of those who consider clean label options irrelevant²

VIEWS OF HEALTHFULNESS AND CLEANER LABEL INFORMATION

- ▶ Over half of consumers say clean claims align with greater healthfulness³
- ▶ Over 6 in 10 consumers say “having no artificial sweeteners” makes an item “more healthy”³

VALUES OF CLEANER LABEL INFORMATION

- ▶ About half of consumers are willing to pay a 5-10% premium for clean food label¹
- ▶ A quarter of customers are willing to pay more for an item with no artificial sweeteners³

CLEAN FOOD *Believed* TO TASTE BETTER

Clean label foods are viewed as slightly or much more tasty by over a third of consumers. Desserts made with “Real Ingredients” are rated as very appealing by 55% of consumers.³



PIEcuterie

OFFERS

PERFECT PAIRINGS

FOR PUMPKIN DESSERTS

Enticing “piecuterie” display with pumpkin dessert slices and pairings brings a “wow” factor!

Arrange pumpkin dessert slices on your choice of board or platter

Offer a range of accompanying toppings next to the slices or in individual dishes

BRULÉ



Beer: Double/Imperial IPA
Wine: Moscato, Riesling
Liquor: Espresso Martini

GINGER PECAN STREUSEL



Beer: American Wheat, IPA
Wine: Riesling, White Champagne
Liquor: Vodka, Rum, Smokey Scotch

CITRUS CREAM



Beer: Witbier, Blonde Ale
Wine: Champagne, Sweet White Wines
Liquor: Spanish Coffee

CARAMEL PEANUT



Beer: Porter, Barley Wine
Wine: Riesling, Port, Red Bordeaux
Liquor: Hot Butter Rum



PERFECT FOR *Sharing*
AND EXPLORING NEW FLAVORS

FEATURES,
Benefits
& RECIPES

PIES
CREATED
To Serve
YOUR NEEDS
AND *Foster Creativity*



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.



PRE-BAKED PIES SAVE TIME AND LABOR

- ▶ In-house personnel don't spend time and labor cooking pies
- ▶ Less staff training is required

UN-BAKED PIES WHEN IT'S IMPORTANT TO SAY "BAKED FRESH IN HOUSE"

- ▶ Pies with a fresh-baked appearance give customers confidence in freshness
- ▶ Offering freshly baked pies enhances an atmosphere of freshness

PRE-SLICED PIES COME IN PORTION-CONTROL SLICES

- ▶ Ideal for operations with a labor shortage
- ▶ Get 100% yield; operators have less waste resulting from inaccurate slicing by their personnel

UNSLICED PIES GIVE OPERATORS CUSTOMIZATION OPTIONS

- ▶ Pies can be sliced into a range of sizes for take-out
- ▶ Ideal to decorate in-house to celebrate special holidays or occasions



Pumpkin Spice
LATTE PIE BOWL

Delicious pumpkin pie topped with a generous dollop of whipped cream, drizzled pumpkin spice sauce and topped with pumpkin pie spice.

PUMPKIN IS A CLASSIC THAT INVITES CREATIVITY

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 IS THE IDEAL FLAVOR COMPANION



PECAN CRUMBLE

Pumpkin Pie

Tender golden flaky crust, filled with a lightly spiced pumpkin filling that's full of flavor. Topped with a pecan crumble and caramel drizzle.



WE OFFER *Something* FOR EVERYONE

Products and Specifications

SKU	FULL PRODUCT DESCRIPTION	PRE-BAKED	UNBAKED	PRE-SLICED	UNSLICED	SIZE	PIES PER CASE	AVG. SERV. PER CASE
9281	Chef Pierre® Open Face Pie 10" Pre-Baked Pumpkin 6ct/43oz	X			X	10"	6	60
7166	Chef Pierre® Open Face Pie 10" Pre-Baked Pumpkin Pre-Sliced 8-Slice 6ct/43oz	X		X		10"	6	48
9376	Chef Pierre® Open Face Pie 10" Pre-Baked Pumpkin Pre-Sliced 10-Slice 6/43oz	X		X		10"	6	60
9372	Chef Pierre® Open Face Pie 10" Pre-Baked Pumpkin No Sugar Added Pre-Sliced 8-Slice 6ct/43oz	X		X		10"	6	48
9276	Chef Pierre® Open Face Pie 10" Unbaked Pumpkin 6ct/46oz		X		X	10"	6	60

Profitability



PUMPKIN SEASON STARTS EARLIER EVERY YEAR!

PLAN AHEAD AND MAXIMIZE PROFITS BY GETTING TRENDY MENU OPTIONS IN FRONT OF CONSUMERS NOW!

*BASED ON SUGGESTED MENU PRICE FOR UNBAKED PUMPKIN PIE



START
PUMPKIN
Season
 EARLY THIS YEAR
 FOR A
LARGER *Slice*
 OF PROFITS

78%
 OF CONSUMERS
Love OR
LIKE *Pie*

'Datassential SNAP! 2020

EVERYONE *Loves* **PIE**

THANKSGIVING IS AMERICA'S FAVORITE HOLIDAY; IT'S JUST NOT THANKSGIVING WITHOUT PUMPKIN PIE

PUMPKIN PIE IS A "MUST-HAVE" FOR FALL, THE SEASON OF SHARING

EXPERIMENT WITH NEW RECIPES AND PRESENTATIONS TO GIVE PUMPKIN DESSERTS AN UPDATED LOOK



CLEANER *Label*

- NO Artificial Flavors
- NO Artificial Colors
- NO High Fructose Corn Syrup

- ▶ Customers read and depend on clear labeling more than ever before
- ▶ Customers seek products with No artificial ingredients, No artificial flavors, No colors from artificial sources, and No high fructose corn syrup

Unique

PUMPKIN DESSERTS CAN PLUMP YOUR BOTTOM LINE

- ▶ This classic favorite is also a trendsetter commanding top prices
- ▶ Pair pumpkin, the ideal flavor companion, with toppings and drinks to boost your profits
- ▶ Customers say they are willing to pay more for products that are natural and do not have artificial ingredients

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

Chef Pierre
 Baking delicious since 1922

FROZEN BAKERY

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