



Make a positive impact on check averages with pie and cheesecake.

Make every month a profitable opportunity to sell more desserts. Use this calendar to identify key holidays matched to perfect pie and cheesecake pairings.

Featuring pies and cheesecakes from **ChefPierre** **Sara Lee** **Baker**

Serve these popular flavors all fall:
Pecan • Pumpkin • Apple • Caramel • Banana

Menu these favorites all year: Chocolate • Apple • New York Cheesecake



Feature the seasonal flavors your patrons crave.

EVENT	DATE	RECOMMENDED FAVORITES	MORE GREAT OPTIONS
National Apple Month	October	#00879 Apple Lattice Pre-Baked Pre-Sliced Pie (8 slices) #09260 Apple Pre-Baked Hi-Pie®	#09366 Dutch Apple Pre-Baked Pre-Sliced Hi-Pie® (8 slices) #07129 Traditional Apple Pre-Baked Pie
Oktoberfest	October	#09260 Apple Pre-Baked Hi-Pie® #09366 Dutch Apple Pre-Baked Pre-Sliced Hi-Pie® (8 slices)	#09348 Chocolate Brownie Open Face Pre-Baked Pre-Sliced Pie (10 slices) #09368 Pumpkin Spice Latte Pre-Sliced Pie (8 slices)
National Dessert Day	10/14	#09460 Luxe Layers® Banana Crème Dark Chocolate Ganaché Pre-Sliced Pie (8 slices) #09348 Chocolate Brownie Open Face Pre-Baked Pre-Sliced Pie (10 slices)	#07185 Chocolate Mint Cream Layer Pie #08077 New York Style Pre-Sliced Hi-Rise Cheesecake (16 slices)
Sweetest Day	10/17	#09298 Crème de la Cream Cookies & Cream Pie #08065 New York Style Pre-Sliced Creamy Cheesecake (16 slices)	#09383 Luxe Layers® Chocolate Mousse Caramel Pre-Sliced Pie (10 slices) #07180 Fruit de la Cream Strawberries & Cream Pie
Halloween	10/31	#09368 Pumpkin Spice Latte Pre-Sliced Pie (8 slices) #09366 Dutch Apple Pre-Baked Pre-Sliced Hi-Pie® (8 slices)	#05481 Caramel Apple Nut Hi-Pie® #08177 New York Style Pre-Sliced Tall Cheesecake (14 slices)
National Pumpkin Day	10/26	#07166 Pumpkin Pre-Baked Pre-Sliced Pie (8 slices)	#09372 No Sugar Added Pumpkin Pre-Baked Pre-Sliced Pie (8 slices) #09368 Pumpkin Spice Latte Pre-Sliced Pie (8 slices)
Election Day	11/3	#09260 Apple Pre-Baked Hi-Pie® #08065 New York Style Pre-Sliced Creamy Cheesecake (16 slices)	#09282 Blueberry Unbaked Hi-Pie® #09278 Cherry Unbaked Hi-Pie®
Veterans Day	11/12	#05451 Strawberry Cobbler #08077 New York Style Pre-Sliced Hi-Rise Cheesecake (16 slices)	#00879 Apple Lattice Pre-Baked Pre-Sliced Pie (8 slices) #07181 Chocolate Cream Layer Pie
Thanksgiving	11/26	#07166 Pumpkin Pre-Baked Pre-Sliced Pie (8 slices) #09260 Apple Pre-Baked Hi-Pie®	#07165 Pecan Pre-Baked Pre-Sliced Pie (8 slices) #08074 New York Style Pre-Sliced Plain Cheesecake (16 slices)
Christmas	12/25	#09384 Luxe Layers® Red Velvet Cream Cheese Mousse Pre-Sliced Pie (10 slices) #08117 New York Style Pre-Sliced Tall Cheesecake (14 slices)	#09260 Apple Pre-Baked Hi-Pie® #07166 Pumpkin Pre-Baked Pre-Sliced Pie (8 slices)
New Year's Eve	12/31	#07185 Chocolate Mint Cream Layer Pie #05059 Blackberry Unbaked Hi-Pie®	#08074 New York Style Pre-Sliced Plain Cheesecake (16 slices) #09383 Luxe Layers® Chocolate Mousse Caramel Pre-Sliced Pie (10 slices)

OCTOBER - DECEMBER 2020

GET PROFITABLE WITH OFF-PREMISE

Offer desserts to go or with meal bundles to increase check averages!



Operators saw a **29%** increase on check averages by adding pie

NPD Crest 2020

Cheesecake is the most appealing dessert to consumers: **53%** absolutely love New York Style Cheesecake

Sara Lee Frozen Bakery
MenuVision 2019

Operators saw a **131%** increase on check averages by adding cheesecake

NPD Crest 2020



Discover more tools to help boost sales all year.

SaraLeeFrozenBakery.com/SeasonalFavorites



Put more profits on the calendar.

Make every month an opportunity to sell more pie. We've created this helpful calendar of events, holidays and special occasions and matched them with the perfect pies to celebrate the season.

Featuring pies from **ChefPierre®**

Serve these popular flavors all winter.

- Berry • Pecan • Cherry • Banana

Menu these flavors all year. • Chocolate • Apple



Feature the seasonal flavors your patrons crave.

EVENT	DATE	RECOMMENDED FAVORITES	MORE GREAT OPTIONS
National Pie Day	1/23	#00879 Apple Lattice Pre-Sliced Pie, 8-cut	#09260 Apple Pre-Baked Hi-Pie®
		#07174 Peach Lattice Pre-Sliced Pie, 8-cut	#09283 Peach Unbaked Hi-Pie®
Super Bowl Sunday	2/2	#09298 Cookies & Cream Crème de la Cream Pie	#07132 Fruits of the Forest Unbaked Hi-Pie®
		#09285 Fruits of the Forest Unbaked Hi-Pie®	
Valentine's Day	2/14	#07162 French Silk Pre-Sliced Pie, 8-cut	#09299 Gourmet French Silk Pie
		#05451 Strawberry Cobbler	
President's Day	2/17	#09282 Blueberry Unbaked Hi-Pie®	#00889 Blueberry Lattice Pre-Sliced Pie, 8-cut
		#09278 Cherry Unbaked Hi-Pie®	#00888 Cherry Lattice Pre-Sliced Pie, 8-cut
National Cherry Pie Day	2/20	#09278 Cherry Unbaked Hi-Pie®	#00888 Cherry Lattice Pre-Sliced Pie, 8-cut
Mardi Gras	2/25	#09377 Sweet Potato Pre-Sliced Pie, 10-cut	#00880 Sweet Potato Pre-Sliced Pie, 8-cut
		#09347 Bourbon Chocolate Pecan Pre-Sliced Pie, 10-cut	#07111 Blackberry Unbaked Pie
		#05059 Blackberry Unbaked Hi-Pie®	
National Banana Cream Pie Day	3/2	#07191 Banana Crème de la Cream Pre-Sliced Pie	#07149 Classic Banana Cream Pie
Pi Day	3/14	#00879 Apple Lattice Pre-Sliced Pie, 8-cut	#09270 Apple Unbaked Hi-Pie®
		#09282 Blueberry Unbaked Hi-Pie®	#00889 Blueberry Lattice Pre-Sliced Pie, 8-cut
March Madness	3/15 - 4/6	#09348 Chocolate Brownie Pre-Sliced Pie, 10-cut	#07162 French Silk Pre-Sliced Pie, 8-cut
		#00879 Apple Lattice Pre-Sliced Pie, 8-cut	#09270 Apple Unbaked Hi-Pie®
St. Patrick's Day	3/17	#09348 Chocolate Brownie Pre-Sliced Pie, 10-cut	#09347 Bourbon Chocolate Pecan Pre-Sliced Pie, 10-cut
		#07185 Chocolate Mint Cream Layer Pie Topped with Chocolate Shavings	

JANUARY - MARCH 2020

60%

of operators say seasonality is a key factor for a successful LTO.

Datassential Blueprint for LTO Success, 2017

72%

of millennials say new flavors & menu launches are important attributes when visiting restaurants.

Technomic, 2019

48%

of consumers try an LTO item every month.

Technomic, 2018

PIES WITH PERKS

Pre-Baked Pies decrease labor and waste.

Pre-Sliced Pies nearly eliminate labor and waste.

Hi-Pies® feature over a pound of fruit in every pie.



Discover more tools and inspiring recipes to help boost pie sales all year long.

SaraLeeFrozenBakery.com/SeasonalFavorites