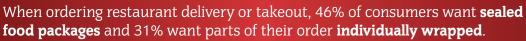
NEW SARA LEE® INDIVIDUALLY WRAPPED MINI CHEESECAKES

One-of-a-kind cheesecakes from the #1 retail cheesecake brand¹ Introducing the ideal dessert and anytime snack

Individual packages provide a versatile, effortless way to serve your customers convenient indulgence they can enjoy anywhere. Reduce labor expenses, minimize food waste and save freezer space with a thaw-and-serve, pre-wrapped mini cheesecake baked to increase profits in a big way.

> Effortless Dessert & Snacking On-Site | Delivery | Takeout





Datassential Hands Off COVID-19 Report 2020



THE **COMPLETE** DESSERT PACKAGE

Sara Lee[®] has been dedicated to making highquality, delicious cheesecake for over 85 years. And as the #1 retail cheesecake brand¹, you can trust your customers will enjoy them too.

- Perfect portions packaged for easy anytime eating
- Single-serve convenience for simple indulgence
- Made with real cream cheese
- No high-fructose corn syrup, no colors from artificial sources and no artificial flavors







427 | **New York Style IW Mini Cheesecake – Plain** Classic thick and creamy New York style cheesecake made with natural vanilla flavor on a rich and buttery graham crust.

Pack Size: 24 ct. Unit Weight: 3.25 oz. Case Gross Weight: 6.07 lbs.



429 | **New York Style IW Mini Cheesecake – Strawberry** Smooth and creamy New York style cheesecake covered with a sweet blend of strawberry puree and real strawberry pieces on a vanilla shortbread cookie crust.

Pack Size: 24 ct. Unit Weight: 3.48 oz. Case Gross Weight: 6.41 lbs.



428 | New York Style IW Mini Cheesecake – Salted Caramel Truffle Smooth and creamy New York style cheesecake made with real cocoa powder and brown sugar, topped with chocolate truffles and a dollop of salted caramel atop a rich chocolate cookie crust.

Pack Size: 24 ct. Unit Weight: 3.45 oz. Case Gross Weight: 6.37 lbs.

IW Mini Cheesecakes should be kept frozen and thawed in refrigerator for 1-2 hours before serving. Once thawed, refrigerate up to 4 days in original wrapper or covered with plastic wrap.

Satisfy anytime cravings with perfectly portioned indulgence. SaraLeeFrozenBakery.com/MiniCheesecakes





¹Nielsen, Total U.S. xAOC; Latest 52 weeks, W/E 05/23/20 ²Datassential Hands Off COVID-19 Report 2020 **Easy to serve!** Offer in package to go or serve plated. To plate, remove wrapper and pull cup edges away from cheesecake while frozen.

On point for on-the-go.

Make dessert a profitable opportunity for takeout and delivery. Convenient individually wrapped cheesecake lets you add a little extra indulgence and capture additional sales.

- 30% of consumers are most concerned how food is packaged when ordering from restaurants²
- Meet demand for on-thego snacks that satisfy sweet cravings all day



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