

# NEW SARA LEE® INDIVIDUALLY WRAPPED MINI CHEESECAKES

**One-of-a-kind cheesecakes from the #1 retail cheesecake brand<sup>1</sup>**

*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**



When ordering restaurant delivery or takeout, 46% of consumers want **sealed food packages** and 31% want parts of their order **individually wrapped**.

Datassential Hands Off COVID-19 Report 2020



<sup>1</sup>Nielsen, Total U.S. xAOC; Latest 52 weeks, W/E 05/23/20



# THE COMPLETE DESSERT PACKAGE

Sara Lee® has been dedicated to making high-quality, delicious cheesecake for over 85 years. And as the #1 retail cheesecake brand<sup>1</sup>, 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](http://SaraLeeFrozenBakery.com/MiniCheesecakes)**



**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 restaurants<sup>2</sup>
- **Meet demand for on-the-go snacks** that satisfy sweet cravings all day

