

**Chef Pierre®**

Everything  
**APPLE**  
FALL MENU SPECIALS

# Everything Apple

FALL OPERATOR GUIDE



FRESH  
PICKS

SPECS  
& PREP

APPLES  
EVERYWHERE

PROMOTE  
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**Sara Lee** FROZEN BAKERY

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# Fresh Picks

Everything Apple shares the popular fall flavor in a variety of easy-to-menu formats baked for a profitable season. As October arrives, so do apples – from supermarkets to roadside stands to orchards. Consumers crave all kinds of apple creations, and Everything Apple can help you meet demand with our top-selling pastries and desserts.

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# Everything under the apple tree.

By promoting all of your apple-based or -enhanced menu items under the Everything Apple program, you'll:

- Boost sales
- Keep your menu fresh and exciting
- Showcase your team's culinary talents
- Stay connected to seasonal trends and flavors while serving the popular favorites your customers love



**85%** of consumers  
like or love  
apple flavors.

Datassential SNAP!™ 2020



**60%** of operators say  
seasonality  
is a key factor for  
a successful LTO.

Datassential Blueprint for LTO Success, 2017



Apple is on  
**62%**  
of U.S. menus.

Datassential SNAP!™ 2020

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# Specs & Prep

We included 8 SKUs as part of the Everything Apple program, all with the potential to serve on their own or as a base for exciting Limited Time Offer creations. From pre-sliced convenience to unbaked options for fresh-from-the-oven quality, our apple offerings let fall's flavors shine.

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# Specs and prep.

SKU	PRODUCT DESCRIPTION	PER CASE
#09270	Unbaked Apple Hi-Pie®	<ul style="list-style-type: none"> <li>• 6, 49 oz pies</li> <li>• 8 cuts per pie</li> <li>• 48 servings</li> </ul>
#05481	Unbaked Caramel Apple Nut Hi-Pie®	<ul style="list-style-type: none"> <li>• 6, 34 oz pies</li> <li>• 8 slices per pie</li> <li>• 48 servings</li> </ul>
#09366	Pre-Baked, Pre-Sliced Dutch Apple Hi-Pie®	<ul style="list-style-type: none"> <li>• 6, 47 oz pies</li> <li>• 8 pre-cut slices per pie</li> <li>• 48 servings</li> </ul>
#0879	Pre-Baked, Pre-Sliced Apple Lattice Pie	<ul style="list-style-type: none"> <li>• 6, 34 oz pies</li> <li>• 8 pre-cut slices per pie</li> <li>• 48 servings</li> </ul>
#05441	Unbaked Apple Cobbler	<ul style="list-style-type: none"> <li>• 4, 96 oz trays</li> <li>• 88, 4.36 oz servings</li> </ul>
#07159	Unbaked Apple Dumplings	<ul style="list-style-type: none"> <li>• 18, 7.5 oz per tray</li> <li>• 2 trays per case</li> <li>• 36 servings</li> </ul>
#08858	Individually Wrapped Apple Cinnamon Muffin	<ul style="list-style-type: none"> <li>• 48 count</li> <li>• 2 oz muffins per case</li> </ul>
#08917	Apple Demi-Danish	<ul style="list-style-type: none"> <li>• 5 trays per case</li> <li>• 10, 1.31 oz danish per tray</li> <li>• 50 servings</li> </ul>



Order product through  
your authorized food  
distribution company

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# Specs and prep.

## *FEATURES & BENEFITS*

- Rome apples are the #1 ingredient for a high fruit-to-filling ratio
- Individually quick frozen (IQF) fruit locks in fresh flavor and maintains fruit integrity
- Durable enough to withstand the rigors of the steam table for up to 5 hours – ideal for buffets, dessert bars and catering functions
- 6-pound cobblers have extra slurry for a lower cost per serving
- Kosher KVH-D

## *HEATING DIRECTIONS – CONVENTIONAL OVEN*

- Pre-heat conventional oven to 400°F
- Place product pan on flat baking sheet
- Bake 65-70 minutes until crusts are light brown or filling begins to boil
- Cool at room temperature for a minimum of 2 hours

## *HEATING DIRECTIONS – CONVECTION OVEN*

- Pre-heat convection oven to 350°F
- Place product pan on flat baking sheet
- Bake 55-60 minutes until crusts are light brown or filling begins to boil
- Cool at room temperature for a minimum of 2 hours

## UNBAKED APPLE COBBLER

Cobblers are packed with great taste, color and popular appeal. Each 6-lb. cobbler comes in a half-sized disposable pan that fits perfectly in your steam table.





# Specs and prep.

## *FEATURES & BENEFITS*

- Made with real, sweet Grade-A Jonathan and Golden Delicious apples
- Moist, soft dough with sweet icing finish
- Premium flavor and appearance
- Holds perfectly on display for hours
- Made-from-scratch artisan appearance
- Simply thaw and serve to fit any operation
- Perfect for hotels, catering and business & industry needs

## APPLE DEMI-DANISH

When it comes to morning pastries, smaller sizes have big appeal. Offer 2-for-1 deals or combine with coffee to increase anytime sales.





# Specs and prep.

## FEATURES & BENEFITS

- Pre-baked to reduce prep time, save labor and eliminate the waste and inconsistency that comes from over- and under-baking
- Pre-sliced for quick and easy plating
- Pre-portioned for consistent serving sizes and plate appearance, controlled food cost and less waste
- Thaw only the number of servings you need each day
- No artificial sweeteners or high-fructose corn syrup
- No artificial flavors or colors from artificial sources
- Kosher KHV-D

## APPLE LATTICE PIE & DUTCH APPLE PIE

Premium, preservative-free ingredients are at the heart of these two popular pies. Simply thaw and serve each slice or a whole pie depending on your needs.



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# Specs and prep.

## FEATURES & BENEFITS

- Over a pound of perfectly ripe, fresh-picked fruit in every Hi-Pie®
- Innovative process tumbles fruit with sugar and spices for consistent flavor in every slice
- Top crust bakes up tender and flaky, made without reworked dough
- No artificial sweeteners or high-fructose corn syrup
- No artificial flavors or colors from artificial sources
- Kosher KVH-D

## APPLE HI-PIE® (UNBAKED) & CARAMEL APPLE NUT HI-PIE® (UNBAKED)

Loaded with delicious filling made from perfectly ripe, fresh-picked apples, these pies make an enticing impression. Perfect for catered meetings, board dinners and any dessert occasion. Consider serving warm with a scoop of vanilla ice cream garnished with a fresh mint sprig.



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# Specs and prep.

## *FEATURES & BENEFITS*

- Hand-wrapped for a homemade appearance
- Durable enough to withstand the rigors of the steam table for up to 5 hours – ideal for buffets, dessert bars and catering functions
- No artificial sweeteners or high-fructose corn syrup
- No artificial flavors or colors from artificial sources
- Kosher KVH-D

## *HEATING DIRECTIONS – CONVENTIONAL OVEN*

- Pre-heat conventional oven to 350°F
- Place dumplings on flat baking sheet, allowing expansion space between them
- Bake 25-30 minutes until crusts are light brown
- Serve immediately or keep warm in steam table

## *HEATING DIRECTIONS – CONVECTION OVEN*

- Pre-heat convection oven to 400°F
- Place dumplings on flat baking sheet, allowing expansion space between them
- Bake 40-50 minutes until crusts are light brown
- Serve immediately or keep warm in steam table

## APPLE DUMPLINGS WITH CINNAMON SAUCE

Our apple dumplings are made with select orchard apples, peeled, cored, dusted with sugar and spices. Then they are hand wrapped in golden pastry dough and topped with our hot cinnamon sauce (packed in each case in a reheatable plastic pouch).





# Specs and prep.

## FEATURES & BENEFITS

- Made with fresh-picked apples, whole grains and 0g trans fat
- Thaw-and-serve convenience and small size are perfect for continental breakfast programs
- Smaller portion sizes can reduce food costs
- Individually wrapped, perfect for grab-and-go
- Made with 51% Whole Grains to align with USDA meal guidelines



**67%** of Americans think  
**whole grains**  
are the most important item  
they look for on packages.

Whole Grains Council – The 2015 Food & Health Survey

## INDIVIDUALLY WRAPPED APPLE MUFFINS SMALL 2 OZ.

Made with fresh apples, whole grains, cinnamon and zero trans fats, these tasty little muffins pack a lot of appeal. They're a bright spot on school breakfast and lunch trays, on campus, for senior dining or patient tray service and a popular impulse purchase at the corporate dining register.



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# Suggested selling price.

PRODUCT DESCRIPTION	PORTION SIZE	AVERAGE SERVINGS PER CASE	APPROXIMATE PRODUCT COST	APPROXIMATE PRODUCT COST	SUGGESTED SELLING PRICE* (HIGH/LOW)
#09270 Unbaked Apple Hi-Pie®	8 cut per pie 1 slice	48	\$0.96	40% 45%	\$2.39 \$2.09
#05481 Unbaked Caramel Apple Nut Hi-Pie®	8 cut per pie 1 slice	48	\$1.19	40% 45%	\$2.99 \$2.69
#09366 Pre-Baked, Pre-Sliced Dutch Apple Hi-Pie®	8 cut per pie 1 slice	48	\$1.22	40% 45%	\$3.09 \$2.69
#0879 Pre-Baked, Pre-Sliced Apple Lattice Pie	8 cut per pie 1 slice	48	\$0.69	40% 45%	\$1.69 \$1.49
#05441 Unbaked Apple Cobbler	4.36 oz	88	\$0.42	40% 45%	\$1.09 \$0.99
#07159 Unbaked Apple Dumplings	7.5 oz	36	\$1.54	40% 45%	\$3.89 \$3.49
#08858 Individually Wrapped Apple Cinnamon Muffin	2 oz	48	\$0.52	40% 45%	\$1.29 \$1.19
#08917 Apple Demi-Danish	1.31 oz	50	\$0.47	40% 45%	\$1.19 \$1.09

## PRICE POINTS

- New item, new price
- Always round up to the nearest 9
- Price item individually – don't wait for a pricing event
- Benchmark against other retail operations in your area
- Don't be afraid to push your prices higher

\*Not actual pricing. Use for illustrative purposes only.

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# Apples Everywhere

Apples make the perfect core ingredient for every part of the menu. They pair tastefully with almond, apricot, caramel, cinnamon, citrus, cranberry, craisins, ginger, maple, orange, pecans and (of course) walnuts. Use them as a go-to ingredient for sweet, savory and healthy recipes, all ripe for fall LTOs.

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# Apple all day.

## BREAKFAST

- Diced apple chutney at the hot oatmeal station
- Pair with a muffin/demi-danish basket

## DELI

- Panini with smoky Gouda, fresh Granny Smith apple slices and chopped fresh basil on whole wheat
- Roast turkey and applewood smoked deli ham with arugula and apple compote on whole grain bread
- Curried chicken and apple salad with Muenster and arugula on whole wheat

## SALAD BAR

- Waldorf salad with diced Granny Smith apples, toasted walnut halves, diced celery hearts and chopped romaine lettuce with lemon zest and a mayo-based dressing
- Granny Smith and crisp Gala apples, toasted pecans, red onion and dried cranberries, tossed with peppery arugula in a light balsamic vinaigrette

## PIZZA

- Apple walnut flatbread with prosciutto and goat cheese
- Apple smoked bacon pizza with red onion, mozzarella, fresh basil chiffonade and black pepper

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# Apple all day.

## GRILL

- Grilled panini with Granny Smith apple slices tossed in tart lemon juice, pepper bacon and mozzarella with fresh basil leaves on multigrain bread
- Grilled cheese with white cheddar, walnuts and sliced apples
- Grilled cheese with applewood smoked bacon, shredded Monterey Jack cheese, julienne jalapeño peppers and house-made apple chutney

## ENTRÉES

- Grilled chicken and apple kabobs
- Slow-cooked pork shoulder with sauerkraut and apples
- Spicy Korean chicken tacos with apple, yellow bell pepper, diced celery and red pepper paste

## DESSERT

- Lattice Top Apple Pie
- Caramel Apple Nut Pie

## SMOOTHIES

- Apple, frozen strawberry, vanilla yogurt, milk and honey
- Frozen strawberries, frozen banana, chopped oranges and diced Gala apple blended with coconut milk

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# Promote and profit.

Everything Apple gives you an exciting LTO platform to help attract infrequent and non-customers. We provide a wide range of appealing merchandising and POS tools customized to fit your operation.

## DIGITAL MESSAGING

Download screensavers and backgrounds for desktop, tablet and mobile devices. Update internet and intranet homepages.

## POSTERS & FLYERS

Download, print and post on department bulletin boards, in lobbies and at other high-traffic points around the facility – with client/administration permission. Consider coordination with the mailroom for desk drops.

## MENU INSERT OR TABLE TENT

Promote LTOs and special deals throughout the week, and keep your menu rotating to draw repeat visits.



Download Everything Apple graphics and merchandising [here](#).

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# Thank You

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Contact your sales rep for more  
information or visit [saraleefrozenbakery.com](http://saraleefrozenbakery.com)

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