

**Chef Pierre®**

Everything  
**BLUEBERRY**  
SUMMER MENU SPECIALS

# Everything Blueberry

SUMMER OPERATOR GUIDE



FRESH  
PICKS

SPECS  
& PREP

BLUEBERRIES  
EVERYWHERE

PROMOTE  
& PROFIT

**SaraLee** FROZEN BAKERY

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# Fresh Picks

Highly regarded among superfoods, packed with flavor and wildly popular among consumers, blueberries are a natural choice for summer enjoyment. That's why we created the Everything Blueberry program. You'll find current market trends, menu inspiration and merchandising tools to spread the berry love and heat up profits.

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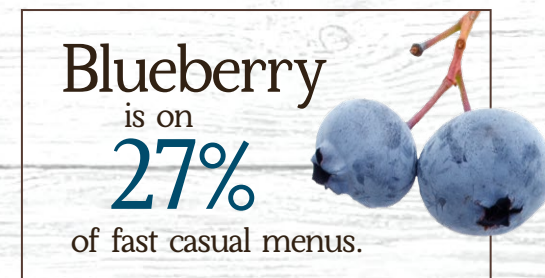
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# More ways to branch out.

By promoting all of your blueberry-based or -enhanced menu items under the Everything Blueberry 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







# Specs & Prep

We included 6 SKUs as part of the Everything Blueberry 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 blueberry offerings let summer's flavors shine.

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# Specs and prep.

SKU	PRODUCT DESCRIPTION	PER CASE
#09282	Unbaked Blueberry Hi-Pie®	<ul style="list-style-type: none"> <li>• 6, 47 oz pies</li> <li>• 8 cuts per pie</li> <li>• 48 servings</li> </ul>
#00889	Lattice Top Pre-Baked, Pre-Cut Blueberry 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>
#09379	Luxe Layers® Blueberry Lemon Meringue Pre-Cut Pie	<ul style="list-style-type: none"> <li>• 4, 46 oz pies</li> <li>• 10 pre-cut slices per pie</li> <li>• 40 servings</li> </ul>
#05456	Blueberry Cobbler	<ul style="list-style-type: none"> <li>• 2, 80 oz trays</li> <li>• 40, 4oz servings</li> </ul>
#08607	Large Blueberry Streusel Muffin	<ul style="list-style-type: none"> <li>• 4 trays</li> <li>• 12, 4.3 oz muffins per tray</li> <li>• 48 servings</li> </ul>
#08336	Blueberry Danish	<ul style="list-style-type: none"> <li>• 6 trays</li> <li>• 8, 4 oz danish per tray</li> <li>• 48 servings</li> </ul>



Order product through  
your authorized food  
distribution company

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# Specs and prep.

## *FEATURES & BENEFITS*

- Premium flavor and appearance
- Holds perfectly on display for hours
- Made-from-scratch, artisan appearance
- Simply thaw and serve to fit any operation

## *THAWING DIRECTIONS*

- Leave Danish in wrapped tray
- Thaw covered at room temperature for 1 ½ - 2 hours

## *HEATING DIRECTIONS – CONVENTIONAL OVEN*

- Pre-heat conventional oven to 350°F
- Remove plastic overwrap
- Place Danish on sheet pan
- To crisp crust and warm interior, bake 8-10 minutes if frozen or 5-6 minutes if thawed

## BLUEBERRY DANISH

Authentic, hand-formed Danish dough with generous blueberry and cheese fillings, finished with a sweet icing drizzle.





# Specs and prep.

## *FEATURES & BENEFITS*

- Simply thaw and serve to fit any operation
- Fruit is the #1 ingredient
- Durable enough to withstand the rigors of the steam table for up to 5 hours
- No artificial sweeteners or high-fructose corn syrup
- No artificial flavors or colors from artificial sources

## *HEATING DIRECTIONS – CONVENTIONAL OVEN*

- Pre-heat conventional oven to 400°F
- Place product pan on flat baking sheet
- Bake 60-70 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 45-55 minutes until crusts are light brown or filling begins to boil
- Cool at room temperature for a minimum of 2 hours

## BLUEBERRY COBBLER

Plump Northern blueberries in a rich slurry sit below a tender flaky pie crust layer, giving this cobbler a sweet homemade appeal.





# Specs and prep.

## FEATURES & BENEFITS

- Simply thaw and serve to fit any operation
- Fruit is the #1 ingredient
- No artificial sweeteners or high-fructose corn syrup
- No artificial flavors or colors from artificial sources

## THAWING DIRECTIONS

- Remove frozen pie from carton and remove overwrap
- With gloved hands, remove desired slice(s) from pie pan
- Gently pull paper dividers from sides of slice and plate frozen slice
- Thaw slices, covered, for 1 ½-2 hours; for best flavor, use thawed pie within 3 days
- Note: If thawing whole pie, remove slice from tin with a pie server
- For best results, thaw slices daily and return unused portions to frozen storage for up to 2 weeks

## MICROWAVE HEATING (1000 WATT HIGH POWER)

- Place one slice on a microwave-safe plate
- Microwave about 20 seconds if refrigerated, 40 seconds if frozen

## SLICE SERVING DIRECTIONS

- Remove overwrap and dome
- Use pie server to separate frozen pie slice(s) from pan
- Gently pull paper dividers from sides of slice(s); plate slice(s)
- Thaw covered for 2-3 hours in refrigerator
- For best results, serve portions immediately after thawing
- Hold unused portions covered for up to 3 days in the refrigerator

## BLUEBERRY LATTICE PIE & LUXE LAYERS® BLUEBERRY LEMON MERINGUE PRE-CUT PIE

Go traditional or add a flavorful twist with these two conveniently pre-sliced favorites. Golden, flaky crust and fresh-picked fruit make them summer classics.



## WHOLE PIE SERVING DIRECTIONS

- Remove overwrap and dome
- Thaw pie covered for 8-10 hours or overnight
- For best results, serve portions immediately after thawing
- Hold unused portions covered for up to 3 days in the refrigerator



# Specs and prep.

## *FEATURES & BENEFITS*

- Simply thaw and serve to fit any operation
- Over a pound of perfectly ripe, fresh-picked fruit
- Made without reworked dough
- No artificial sweeteners or high-fructose corn syrup
- No artificial flavors or colors from artificial sources

## *HEATING DIRECTIONS – CONVENTIONAL OVEN*

- Pre-heat conventional oven to 400°F
- Cut four 1" slits in top crust
- Place pie on flat baking sheet
- Bake for approximately 65-70 minutes until crust is 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
- Cut four 1" slits in top crust
- Place on flat baking sheet
- Bake for approximately 50-55 minutes until crust is light brown or filling begins to boil
- Cool at room temperature for a minimum of 2 hours

## BLUEBERRY HI-PIE® (UNBAKED)

Our famous Hi-Pie® filled with over a pound of delicious, plump and juicy northern blueberries, naturally sweetened for pure pie deliciousness.



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# Specs and prep.

## *FEATURES & BENEFITS*

- Simply thaw and serve to fit any operation
- Made-from-scratch, artisan appearance
- No artificial sweeteners or high-fructose corn syrup
- No artificial flavors or colors from artificial sources
- Packed in durable plastic trays to protect product during shipping
- Kosher KVH-D

## *THAWING DIRECTIONS*

- Leave frozen muffins in tray with plastic wrap on
- Thaw covered at room temperature about 4 hours

## *HEATING DIRECTIONS – CONVENTIONAL OVEN*

- Pre-heat conventional oven to 325°F
- Remove muffins from packaging and place on sheet pan
- To crisp crown and warm interior, bake 20-25 minutes if frozen, 20 minutes if refrigerated and 8-10 minutes if thawed

## *HEATING DIRECTIONS – CONVECTION OVEN*

- Pre-heat convection oven to 325°F
- Remove muffins from packaging and place on sheet pan
- To crisp crown and warm interior, bake 12-15 minutes if frozen, 5 minutes if refrigerated and 4-5 minutes if thawed

## LARGE BLUEBERRY STREUSEL MUFFIN (4 OZ)

Sweet, juicy wild blueberries are packed inside each muffin, providing intense flavor and superior moistness.



## *MICROWAVE HEATING (1000 WATT HIGH POWER)*

- Remove muffin from packaging and place on a microwave-safe plate
- Microwave heat: 35-40 seconds if frozen, 20-25 seconds if refrigerated and 15-20 seconds if thawed
- Let stand in microwave for 1-2 minutes before serving to ensure an even internal temperature



# Suggested selling price.

PRODUCT DESCRIPTION	PORTION SIZE	AVERAGE SERVINGS PER CASE	APPROXIMATE PRODUCT COST	APPROXIMATE PRODUCT COST	SUGGESTED SELLING PRICE* (HIGH/LOW)
#09282 Unbaked Blueberry Hi-Pie®	8 cut per pie 1 slice	48	\$1.29	40% 45%	\$3.19 \$2.89
#00889 Pre-Baked, Pre-Cut Blueberry Pie	8 cut per pie 1 slice	48	\$1.23	40% 45%	\$2.99 \$2.79
#09379 Luxe Layers® Blueberry Lemon Meringue Pre-Cut Pie	10 cut per pie 1 slice	40	\$1.35	40% 45%	\$3.29 \$2.99
#05456 Blueberry Cobbler	4 oz	40	\$0.69	40% 45%	\$1.69 \$1.49
#08607 Large Blueberry Streusel Muffin	4.3 oz	48	\$0.88	40% 45%	\$2.19 \$1.99
#08336 Blueberry Danish	4 oz	48	\$1.01	40% 45%	\$2.49 \$2.19

## 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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# Blueberries Everywhere

Fresh or frozen, blueberries are a versatile ingredient that pair well with a wide variety of flavors and cuisines. Lemon and mint are common complements, but we've come up with a few other tasty ideas to consider when developing your summer menu.

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# Go completely blueberry.

## BREAKFAST

- Offer a chilled bowl of fresh blueberries at the hot oatmeal station
- Pair with a blueberry muffin/danish basket
- Warmed blueberry danish

## DELI

- Panini with creamy goat cheese, fresh blueberries and chopped fresh basil on whole wheat
- Roast turkey and applewood smoked deli ham with arugula and blueberry mayo on whole grain bread

## SALAD BAR

- Fresh blueberries with lemon supremes, pistachio, grilled diced chicken thighs and julienned poblano peppers tossed with spring mix and topped with crumbled goat cheese and house-made blueberry vinaigrette
- Fresh fruit salad with blueberries, watermelon, arugula, wasabi peas, mint and cilantro with soy sauce drizzle

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# Go completely blueberry.

## PIZZA

- Blueberry flatbread with prosciutto and goat cheese
- Blueberry pizza with red onion, bacon, mozzarella, basil chiffonade and black pepper

## GRILL

- Grilled blueberry danish
- Grilled cheese with white cheddar, blueberries and ham
- Grilled cheese with applewood smoked bacon, shredded Monterey Jack cheese, julienne jalapeño peppers and house-made blueberry jam

## ENTRÉES

- Roast pork loin with balsamic blueberry sauce
- Sautéed chicken thighs served over blueberry risotto topped with fresh sage chiffonade and toasted almonds
- Pork spareribs with blueberry bourbon BBQ sauce

## DESSERT

- Hot Blueberry Cobbler
- Lattice Top Blueberry Pie
- Luxe Layers® Blueberry Lemon Meringue Pre-Cut Pie

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# Promote and profit.

Everything Blueberry 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 Blueberry 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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