

SARA LEE PRODUCT PORTFOLIO



FROZEN BAKERY

EVERYTHING APPLE OPERATORS GUIDE

INSIGHTS

SPECS

PREP & PRICING

MENU VERSATILITY

MARKETING

Everything Apple





Apple-icious



Apple-icious is the second promotion in our “Everything...” series. These month-long promotions are designed to follow the seasons. For example, chocolate for February and Valentine’s day, blueberries in July and, of course, apples in October.

Now dig into *Apple-icious*, the very best apple-based products of Sara Lee and our sister brands Chef Pierre and Gourmet Bistro Bakery.

Chef Pierre[®]





Easy as pie.

Like all of our “Everything...” promotions, *Apple-icious* is designed to make ordering and implementation easy as, well, pie.

And the time will be ripe. Apples are a star of the fall harvest, in the spotlight everywhere from supermarkets to roadside stands to the media. With your customers’ craving for apples at its peak, *Apple-icious* will have you covered on the sweet side with our top selling pastries and desserts.



Apple-icious

[Download JPG](#)

Think bigger.

We also make it easier for you to roll the savory side of your menu into the excitement.

Download the *Apple-icious* font-based graphic and use it on your in-house marketing materials and point of sale menu identifiers for savory dishes as well. In this guide you’ll find some station-by-station suggestions and your culinary team can take it from there.

By marketing all of your apple-based or enhanced menu items – savory as well as sweet – under the *Apple-icious* banner, you’ll:

- boost sales
- keep your menu fresh and interesting
- showcase your team’s culinary talents
- reinforce your image as a dining services team in touch with seasonal trends and flavors at their peak



#9270



#5481



#9366



#0879



#5441



#7159



#8858



#8917

SPECS

Order product through your GPO or authorized food distribution company.

**SARA LEE – APPLE-ICIOUS – EVERYTHING APPLE
PRODUCT ORDER INFORMATION**

SKU	Product Description	Per Case
#9270	Unbaked Apple Hi-Pie®	<ul style="list-style-type: none"> • 6, 49 oz. Pies • 8 Cuts Per Pie • 48 Servings
#5481	Unbaked Caramel Apple Nut Hi-Pie®	<ul style="list-style-type: none"> • 6, 34 oz. Pies • 8 Slices Per Pie • 48 Servings
#9366	Pre-Baked, Pre-Sliced Dutch Apple Hi-Pie®	<ul style="list-style-type: none"> • 6, 47 oz. Pies • 8 Pre-Cut Slices Per Pie • 48 Servings
#0879	Pre-Baked, Pre-Sliced Apple Lattice Pie	<ul style="list-style-type: none"> • 6, 34 oz. Pies • 8 Pre-Cut Slices Per Pie • 48 Servings
#5441	Unbaked Apple Cobbler	<ul style="list-style-type: none"> • 4, 96 oz. Trays • 88, 4.36 oz. Servings
#7159	Unbaked Apple Dumplings	<ul style="list-style-type: none"> • 18, 7.5 oz. Per Tray • 2 Trays Per Case • 36 Servings
#8858	Individually Wrapped Apple Cinnamon Muffin	<ul style="list-style-type: none"> • 48 Count • 2 oz. Muffins Per Case
#8917	Apple Demi-Danish	<ul style="list-style-type: none"> • 5 Trays Per Case • 10, 1.31 oz. Danish Per Tray • 50 Servings



How to say Apple in Danish.

PRODUCT PREP

APPLE DANISH **CU PS HC SD BI**

Small is big. When it comes to morning pastries, smaller sizes are the trend with big appeal. And while more customers are leaning toward smaller portions, those with bigger appetites simply purchase more than one. Add a hot cup of coffee, and everybody wins.

Our Apple Demi-Danish fills the bill beautifully—universal appeal, attractive, delicious and just the right size.

We recommend that you display an array of Apple Demi-Danish side by side on platters. Let customer help themselves. Offer one for \$1.29 or bundle 3 for \$2.99, and you'll see more customers treating colleagues to a delicious morning pastry.

The sales appeal will likely extend beyond apple season and earn the Apple Demi-Danish a permanent place on your menu. And any time is the right time to expand your Demi-Danish product line. Try the Demi-Danish variety pack #08924 and/or our European Style Pastry variety pack #08941, also in demi size.



SECTOR SUMMARY

CU College & Universities

PS Private Schools

HC Healthcare

SD Senior Dining

BI Business & Industry



It's okay to love it
to pieces.



NO ARTIFICIAL
FLAVORS



NO ARTIFICIAL
COLORS



NATURALLY
SWEETENED

APPLE COBBLER **CU PS HC SD BI**

You've seen it before. That amazing-looking cobbler that you put out for self-service didn't look so wonderful after five minutes. All it takes is one or two customers who love the crust more than the apples. Your beautiful cobbler is visually kaput.

The simple solution: serve it. It's a popular dish that deserves to be on your menu, and on your customers' plate intact.

And even though this is all about apples, we would be remiss if we didn't suggest that you offer two varieties of cobbler each time you serve them.

They're packed with great taste, color and popular appeal. Each 6-lb. cobbler is also packed in a half-sized disposable pan that fits perfectly in your steam table.

Features & Benefits

- Rome apples are the #1 ingredient on the label for a high fruit-to-filling ratio.
- Fruit used is individually quick frozen (IQF) to lock in fresh flavor and maintain 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 added for a lower cost per serving.
- Kosher KVH-D.

HEATING DIRECTIONS - CONVENTIONAL OVEN:

- Pre-heat conventional oven to 400°F.
- Place 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 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.



Pretty. Amazing.



Dutch Treat.

APPLE LATTICE TOP PIE **CU PS HC SD BI** & DUTCH APPLE PIE

They're a cut above the average pie. Premium, preservative-free ingredients are at the heart of these two popular pies. And that's just the start.

Each pie is baked to perfection and pre-sliced for clean, uniform cuts. The 8 slices are separated by parchment paper, and the pie is quick frozen.

You simply thaw, plate and display.

The picture-perfect appearance and clean ingredient list command a premium price. Slices can be showcased on a platter or individually plated.

But grab 'n' go convenience is also a vital part of most operations. Though the clamshell diminishes the quality perception of any product, the clean slices of these popular pies are a natural fit for see-thru plastic containers. The ones you need are available at a discounted price on our Bakery to Go Website: bakeryanddessertstogo.com



Features & Benefits

- Pre-baked to reduce prep time, save labor and eliminate the waste and inconsistency that comes from over-/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.
- Kosher KHV-D.





The Everest
of apple pies.

APPLE HI-PIE® (Unbaked) **CU PS HC SD BI**
& **CARAMEL APPLE NUT HI PIE® (Unbaked)**

Deep with delicious filling made with perfectly ripe, fresh-picked apples. Flaky golden crust. These are pies that make an impression.

They require baking and care when cutting, but they're worth it for special occasions and catered meetings, gatherings, board dinners and anywhere a special dessert is called for. Consider serving it warm with scoop of vanilla ice cream garnished with a sprig of fresh mint.

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.
- Kosher KVH-D.



Gooey-ed
for you.



**Cinnamonfully
delicious.**

APPLE DUMPLINGS WITH CINNAMON SAUCE **CU PS HC SD BI**

Smile. There's something about apple dumplings that makes people smile. Maybe it's the gnome-like dome, their flaky cuteness or just anticipation of the legendary treat therein. Try it. Open a case of apple dumplings, peak inside and try not to smile as 18 perfectly hand-wrapped, ready-to-bake apple dumplings stare back at you.

This is one of those dessert menu items many operators don't think to order. But when they see them baked and displayed in a steam table pan, chaffing dish or individually plated, they see what they (and their customers) were missing. Topped with our hot cinnamon sauce (packed in each case in a reheatable plastic pouch), they are irresistible.

Our apple dumplings are made with select orchard apples, peeled, cored, dusted with sugar and spices and hand wrapped in golden pastry dough. A delightful surprise in your menu rotation, the perfect answer for catering customers who ask, "what can we have that's special for dessert?"

Features & Benefits

- Each dumpling is 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.
- Kosher KVH-D.

HEATING DIRECTIONS - CONVECTION OVEN:

- Pre-heat conventional oven to 400°F.
- Place dumplings on flat baking sheet.
- Allow space between each one.
- Bake 40-50 minutes, until crusts are light brown.
- Serve immediately or keep warm in steam table.

MICROWAVE HEATING (1000 WATT HIGH POWER):

- Pre-heat convection 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.



APPLE MUFFINS **CU PS HC SD BI**

Individually Wrapped – Small 2 oz.

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

Shipped frozen and individually wrapped, you simply thaw as needed.

Healthier Without the Hassle

- 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

Muffin better.



67% of Americans think whole grains are the most important item they look for on packages. Our whole grain muffins deliver everything patrons desire, in several fantastic varieties.

**Whole Grains Council –
The 2015 Food &
Health Survey*



SUGGESTED SELLING PRICE

SARA LEE – APPLE-ICIOUS – EVERYTHING APPLE					
Product Description	Portion Size OZ.	Average Servings Per Case	Approximate Product Cost \$	Approximate Product Cost %	Suggested Selling Price \$ (Hi/Low)
Unbaked Apple Hi-Pie® #9270	8-Cut Per Pie 1 Slice	48	.96	40%	2.39
				45%	2.09
Unbaked Caramel Apple Nut Hi-Pie® #5481	8-Cut Per Pie 1 Slice	48	1.19	40%	2.99
				45%	2.69
Pre-Baked, Pre-Sliced Dutch Apple Hi-Pie® #9366	8-Cut Per Pie 1 Slice	48	1.22	40%	3.09
				45%	2.69
Pre-Baked, Pre-Sliced Apple Lattice Pie #0879	8-Cut Per Pie 1 Slice	48	0.69	40%	1.69
				45%	1.49
Unbaked Apple Cobbler #5441	4.36 OZ.	88	.42	40%	1.09
				45%	.99
Unbaked Apple Dumplings #7159	7.5 OZ.	36	1.54	40%	3.89
				45%	3.49
Individually Wrapped Cinnamon Apple Muffin #8858	2 OZ.	48	.52	40%	1.29
				45%	1.19
Apple Demi-Danish #8917	1.31 OZ.	50	.47	40%	1.19
				45%	1.09

*Not actual pricing. Use for illustrative purposes only.

SUGGESTED SELLING PRICE RECOMMENDATIONS:

- 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 push your prices higher.





Apple-icious

FOOD STATION – SWEET & SAVORY APPLE MENU IDEAS

SAVORY THIS **CU PS HC SD BI**

Apples make the perfect core for a menu wide “Everything...” promotion. As an ingredient apple pairs tastefully with almond, apricot, caramel, cinnamon, citrus, cranberry, craisins, ginger, pecans, maple, orange, and of course walnuts.

And that’s just the beginning. Especially in season, they are a versatile ingredient that pairs well with a variety of flavors and cuisines, a go-to ingredient for sweet, savory and healthy recipes across the board.

Breakfast Oatmeal:

- Offer a chilled bowl of diced apple chutney at the hot oatmeal station

Bakery Display:

- Apple Muffins
- Apple Demi-Danish

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 - Composed Salads:

- Waldorf salad with diced Granny Smith apples, toasted walnut halves, diced celery hearts, 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 vinegar and light olive oil dressing.

Self-service Pizza:

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

Grill:

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

Entrees:

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

Desserts:

- Lattice Top Apple Pie
- Caramel Apple Nut Pie

Smoothies:

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



The Everest of apple pies.



Apple Hi-Pie®



Apple-icious

PRINT MARKETING

EDITABLE FLYER (8.5" X 11")

Customize the flyer with your own price. Print color copies to post at point of service, the café entrance, and high traffic areas around the facility.

[Download Editable Flyer PDF](#)



Gooney-ed
for you.



Apple Caramel Nut Hi-Pie*



Apple-icious

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Dutch Treat.



Dutch Apple Hi-Pie*



Apple-icious

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How to say Apple in Danish.



Apple Danish



Apple-icious

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Muffin better.



Apple Muffins



Apple-icious

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Pretty. Amazing.



Apple Lattice Pie



Apple-icious

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It's okay to love it
to pieces.



Apple Cobbler



Apple-icious

PRINT MARKETING

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[**Download Editable Flyer PDF**](#)



Cinnamonfully delicious.



Apple Dumpling with Cinnamon Sauce



Apple-icious

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