



# DRINKABLE DELIGHTS

OPERATOR GUIDE

FEATURING  
OVER-THE-TOP  
PIE SHAKES



FROZEN BAKERY

## SEASONAL FAVORITES

featuring pies from **Chef Pierre**



# WHAT'S SHAKING

Milkshakes piled high with everything but the kitchen sink are shaking up dessert and snack menus across the industry. Influenced by the introduction of the “freak shake” – frozen treats adorned with a wide assortment of indulgent toppings possess strong visual appeal and score very high with consumers.

Datassential 2019

# WHAT'S SHAKING

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Supercharged drinkable desserts are among the coolest trends on the market. The Dairy Queen® Blizzard® sets the standard with two dozen flavors ranging from brownie to banana split. Others, like Rita's® Blendinis®, Carvel® Carvelanche®, and Red Robin® OREO® Cookie Magic Milkshakes follow the big-flavor, big-appeal trend.



# WHY PIE (SHAKES)

Restaurants across America – from fast casual to chains to independents – have been reinventing milkshakes, and it's shaking up profits in a big way. With the right demographics and location, some of these cool creations are commanding up to \$17 a glass! Isn't it time for you to capitalize? Use our simple chef-inspired tips to give your establishment the edge with crave-worthy pie shakes featuring Chef Pierre® Pies.



# PROFITABLE AND DRINKABLE

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Sara Lee Frozen Bakery® makes it easy for you to pour more profits. Lovers of apple pie à la mode can enjoy America's favorite dessert through a straw! Check out our recipe on the next page.

## PRO TIP

You can play it mainstream with a simple blend of apple pie, ice cream and milk, but we recommend spicing it up. These drinkable delights can be positioned as a premium offering and will command an above-average dessert price point.



# SPICY CINNAMON APPLE PIE SHAKE WITH SALTED CARAMEL CHURRO

*MAKES 32 OZ (2 SERVINGS)*

Creamy vanilla ice cream blended with an entire slice of Michigan Apple Pie and garnished with a warm cinnamon churro, salted caramel sauce and cinnamon candies. All topped with house-made whipped cream. For a boozy shake, add a shot of cinnamon whiskey!

## INGREDIENTS

- 1 slice (10- cut) #09260 or #09270 Chef Pierre® Apple Hi-Pie®, prepared
- 3 ½ C Whole milk
- 3 scoops Vanilla ice cream
- 1 ½ Tbsp Cinnamon imperial candies, separated
- 3 Tbsp Hershey's® Caramel Sauce
- 1 tsp Flaked sea salt
- 2 Tbsp Whipped topping
- 1 3-inch fried churro

## DIRECTIONS – FOR COMMERCIAL RESTAURANTS

- 1 Place prepared pie slice into blender. Add milk, ice cream and 1 Tbsp cinnamon candies.
- 2 Over low heat, warm the caramel sauce and sea salt.
- 3 Pulse blender for 10 seconds, then blend until smooth.
- 4 Portion shake into chilled glass. Top with whipped topping and drizzle with warmed salted caramel sauce.
- 5 Garnish with churro and sprinkle with remaining cinnamon candies.





**Chef Pierre®**  
**PRE-BAKED APPLE HI-PIE®**

**Chef Pierre®**  
**UNBAKED APPLE HI-PIE®**

**COMMERCIAL | PIE MILKSHAKE PRODUCT SPECIFICATIONS**

**SKU #**  
09260

**Per Case**  
4, 45 oz. Pies  
10 Slices Per Pie  
40 Servings

**SKU #**  
09270

**Per Case**  
6, 49 oz. Pies  
10 Slices per Pie  
60 Servings



Chef Pierre® clean label pies are the perfect choice for over-the-top shakes. All featuring no artificial flavors, no artificial colors, natural sweetener and zero trans fats. For Pie Shakes, be sure to use a high-quality ice cream and whole milk. After all, this isn't the time for calorie counting!

# NON-COMM CREATIONS

Apple Pie Milkshakes aren't just for retail restaurants.

We adjusted the recipes to get the calorie counts and food costs of these outrageously delicious shakes in line with the sweet spot for non-commercial sectors including Schools, Healthcare, Senior Living, and Business & Industry.

[Click to explore any segment](#)



# INTRODUCING...

## Apple Pie Shakes

*Pie milkshakes made  
for non-commercial  
enjoyment.*

### INGREDIENTS

- 1 slice (10-cut) #09373 Chef Pierre® Pre-baked, Pre-Sliced Apple Lattice Pie
- ½ C Milk
- 3 scoops Vanilla ice cream
- 1 ½ Tbsp Cinnamon Imperial candies, separated
- 3 Tbsp Hershey's® Caramel Sauce
- 1 tsp Flaked sea salt
- 2 Tbsp Whipped topping
- 1 3-inch fried churro (optional)

### DIRECTIONS

- 1 Place prepared pie slice into blender. Add milk, ice cream and 1 Tbsp cinnamon candies.
- 2 Over low heat, warm the caramel sauce and sea salt.
- 3 Pulse blender for 10 seconds, then blend until smooth.
- 4 Portion shake into chilled glass. Top with whipped topping and drizzle with warmed salted caramel sauce.
- 5 Garnish with churro (optional) and sprinkle with remaining cinnamon candies.



# PICK THE RIGHT PIE

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For Apple Pyclone Shakes, we suggest using Chef Pierre® pre-baked, pre-sliced, 10-cut lattice apple pie. It's not only more economical, but it's also lower in calories. Be sure to display the pies in full view. Dropping a full pie slice into the blender is sure to be a crowd-pleaser.

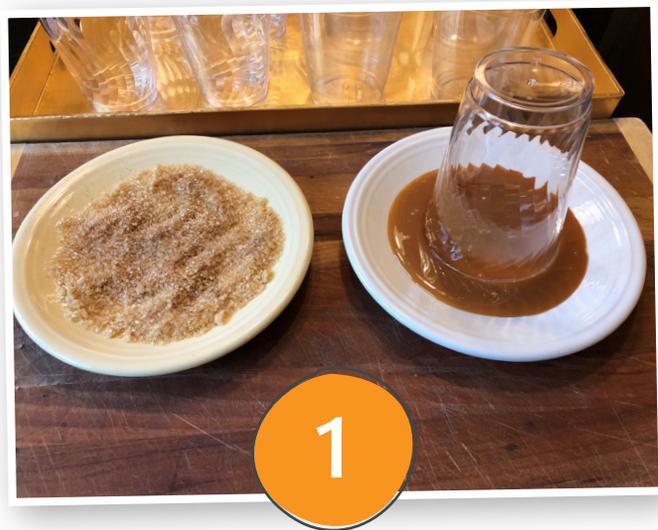


Chef Pierre® unbaked apple cobbler is a more economical choice. Cobblers would have to be baked and chilled prior to service.

# DELICIOUS LITTLE DETAILS

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Dip the cup's rim into a plate of caramel sauce and then into a plate of cinnamon and crystalized sugar. Coating the rim of the glass or disposable clear plastic cup can be done ahead of time, so you're ready to pour and serve drink after delicious drink.



Consider using a squeeze bottle to drizzle caramel sauce down the inside of the glass before pouring the milkshake for a memorable effect that stands out and drives sales.

# GET SHAKING

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Set up your shake station with a minimum of two blenders (three for larger operations).

Keep it simple. We recommend menuing only one type of Pycclone Shake at a time. That way your staff can continuously make them without taking special orders. Pycclone

Shakes are the perfect seasonal treat and LTO, easily changeable from month to month.

## PRO TIP

Be sure to have your pies on display at the prep station. A crowd-pleasing part of the process is seeing a full slice of pie dropped into the blender.

**Chef Pierre®**

**PRE-BAKED, PRE-SLICED  
APPLE LATTICE PIE**



**Chef Pierre®**

**UNBAKED APPLE  
COBBLER**



Order product through your authorized food distribution company.

**NON-COMMERCIAL | PIE MILKSHAKE PRODUCT SPECIFICATIONS**

**SKU #**  
09373

**Per Case**  
6, 34 oz. Pies  
10 Cut, Pre-Slices Per Pie  
60 Servings

**SKU #**  
05441

**Per Case**  
4, 96 oz. Trays  
88, 4.36 oz. Servings



Chef Pierre® clean label pies are the perfect choice for over-the-top shakes. All featuring no artificial flavors, no artificial colors, natural sweetener and zero trans fats. For Pie Shakes, be sure to use a high-quality ice cream. And, if your foodservice segment requires reduced calories, consider substituting 2% milk for whole milk.

# MORE PIES TO SHAKE THINGS UP

Over-the-top milkshakes work perfectly with almost any Chef Pierre® pie! Try a few of our favorites.



## #09376 CHEF PIERRE® PRE-BAKED, PRE-SLICED, 10-CUT PUMPKIN PIE

Combine with cinnamon apple ice cream for an extra kick of festive flavor.



## #07174 CHEF PIERRE® PRE-BAKED, PRE-SLICED, 8-CUT PEACH LATTICE PIE

Combine with peach ice cream and top with a raspberry sauce or apricot preserves, chopped nuts and whipped cream.

## #09348 CHEF PIERRE® PRE-BAKED, PRE-SLICED, 10-CUT, CHOCOLATE BROWNIE PIE

Combine with chocolate ice cream and top with whipped cream and miniature chocolate morsels.



## #09374 CHEF PIERRE® PRE-BAKED, PRE-SLICED, 10-CUT CHERRY LATTICE PIE

Combine with vanilla ice cream and top with whipped cream, chocolate morsels and a maraschino cherry.



# EDUCATION

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Today's students tend to prefer healthier food choices, but they'll still go for a treat when the craving strikes. While Pyclone Shakes might not be the most cost-efficient option for the average board plan – serving them in a 12 or 16 oz. glass can keep food costs low for everyone. These special shakes are great on the go and for special occasions like an afternoon celebration, after a big game, or a late-night treat during finals week.



# HEALTHCARE

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We know you're hard at work making healthy dining a top priority for the hospital café. From removing corn syrup-based fountain beverages and fried foods to offering reduced-size snack and chip bags. Healthy is the new reality across your menu.

So we understand why it would be easy to dismiss over-the-top shakes. On the other hand, you can easily keep calorie counts in check by offering 10 or 12 oz options.

Pyclone shakes will put a smile on anyone's face, even in a notoriously stressful atmosphere. Make it a truly memorable occasion with a dessert station where customers can watch the magic happen. All you need are two blenders, ice cream, scoops and plenty of Chef Pierre® pies on display.



# SENIOR LIVING

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In a foodservice segment where it can be a challenge ensuring aging residents are getting enough calories, Pylones can be just what the doctor ordered!

With “High Tea” quickly becoming an event of the past, pie shakes can fill the afternoon snack or post-meal dessert void. And residents with chewing or swallowing impairment can also enjoy the incomparable satisfaction of apple pie à la mode once again!

Set up your service station exhibition style – residents will love the culinary show. Mix it up and make it a daily, weekly or monthly event featuring different flavors based on the season. We recommend using two blenders and offering two varieties of Chef Pierre® pie shakes. Serve 8 oz. or 10 oz. glasses of this delicious drinkable dessert.



# BUSINESS & INDUSTRY

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Within the B&I segment, Pyclones offer endless possibilities for lunch, special desserts served exhibition style and afternoon break specials. They can also bring unexpected excitement to catered events. Made-to-order, over-the-top shakes could even be a special way to promote team building!



# TIME TO SELL

## SELLING PRICE STRATEGIES

- New item, new price
- Always round up to the nearest 9
- Benchmark against other retail operations in your area
- Don't be afraid push your prices higher

## PRODUCT COST

SKU #	Product Description	Portion Size	Avg. Servings Per Case	Approximate Product Cost*
<i>Commercial Restaurant Recommendations</i>				
09270	Un-baked Apple Hi-Pie®	8-Cut Per Pie, 1 Slice	48	\$0.96
09260	Pre-Baked Apple Hi-Pie®	10-Cut Per Pie, 1 Slice	40	\$0.82
09366	Pre-Baked, Pre-Sliced Dutch Apple Hi-Pie®	8-Cut Per Pie, 1 Slice	48	\$1.22
<i>Non-Commercial Recommendations</i>				
09373	Pre-Baked, Pre-Sliced Apple Lattice Pie	10-Cut Per Pie, 1 Slice	60	\$0.69
09374	Pre-Baked, Pre-Sliced Cherry Lattice Pie	10-Cut Per Pie, 1 Slice	60	\$0.69
09348	Pre-Baked, Pre-Sliced Chocolate Brownie Pie	10-Cut Per Pie, 1 Slice	60	\$0.84
07174	Pre-Baked, Pre-Sliced Peach Lattice Pie	8-Cut Per Pie, 1 Slice	48	\$0.98
07166	Pre-Baked, Pre-Sliced Pumpkin Pie	8-Cut Per Pie, 1 Slice	48	\$0.96
05441	Unbaked Apple Cobbler	4.36 oz.	88	\$0.42

# PROMOTE AND PROFIT

*Drinkable Delights* 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.



DIGITAL GRAPHIC



POSTER



FLYER



TABLE TENT