

1481 – summerberry stack plating with fresh whipped cream and berries (1526 EZ 8)

1481 – Keeping it simple with this citrus flecked cake bursting with berries and tart key lime. Plated deliberately with fresh seasonal berries and drizzled with a raspberry sauce. Compliment this tart and fruity pastry with an equally sweet and citrusy cocktail, like a cosmopolitan. (1526 EZ 8)

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Summerberry Stack, Choc. PB stack, Chewy Marshmallow Bar, Lemon Crumb, Cinnamon Swirl Crumb Cake, Fab. Choc. Chunk, Toffee Crunch Blondie, Totally OREO® Brownie

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Concept Sell Sheet

EZ8 Dessert Bar Variety

Delicious dessert bar variety including: Summerberry Stack, Choc. PB stack, Lemon Crumb, Cinnamon Crumb Cake, Totally OREO® Brownie, Fab. Choc. Chunk, Toffee Crunch Blondie and Chewy Marshmallow.

Image Downloads

Explore our image resources that you can adopt for digital campaigns.

FOODSERVICE TIP:

WITH FOUR FLAVOR PROFILES, YOU CAN APPEAL TO 88% OF PATRONS



FAST FACTS:

Product-specific facts to influence sales.

- ACCORDING TO DATASSENTIAL, THE TWO MOST POPULAR MENUED DESSERT BAR FLAVORS ARE CHOCOLATE AND LEMON!

VIDEO ASSETS

Product and recipe videos.

RECIPES

Discover culinary inspiration that can help you adapt to today's changing foodservice landscape. Find your next LTO here!

PACKAGING SOLUTIONS

Expand off-premise dessert sales with packaging solutions that are good to go.

ADDITIONAL RESOURCES

Utilize these materials to help drive incremental sales from your dessert menu.

The changing of seasons always brings a perfect opportunity to dazzle people with something new. And just as fashion designers debut new collections in the spring, you can make a similar splash with offerings on your dessert menu.

Sweet Street is ready to help you pull everything together without a hitch. Just keep a few smart strategies in mind, and your efforts are sure to be met with glowing reviews.

Go with textures perfect for the season

The feeling of springtime is light and fresh. So it makes sense to keep this in mind as you plan your dessert menu. Why not start things off with our delightful [Vanilla Bean Cupcake](#), featuring the finest Madagascar vanilla on a moist, buttery cake. You also can't go wrong with Sweet Street's [New York Cheesecake](#). Like a classic cocktail dress, its creamy smooth goodness is always in style. And if you're planning an outdoor catered event, our [Luscious Lemon Squares®](#) are a natural fit.

Captivate them with color

Nothing inspires quite like all the wonderful colors of spring's blooming flowers. Patrons will appreciate new colors on your dessert menu as well. You can go all in and make a dramatic statement with our [Blueberry White Chocolate Cheese Brulée™](#). Or, try enticing them with the bright, multicolored tones of our festive [Summerberry Stack®](#).

Play up the themes of spring

The wholesome, clean-ingredient goodness of Sweet Street's [Manifesto™ offerings](#) is as refreshing as a breezy spring day. And there are occasions on the calendar that set up nicely for a dessert tie in as well. For instance, Sweet Street's [Four High Carrot Cake](#) is tailor made for Easter celebrations.

However you choose to style your spring dessert menu, Sweet Street is ready to help you bring it to life.

It's no secret that fruits are at their best when enjoyed at the peak of ripeness. The vibrant colors captivate you, the fresh aromas intoxicate, and the flavors burst with the full promise of their tanginess, tartness or sweetness.

Of course fruit is a seasonal food, which means capturing that peak of ripeness largely depends on the time of year the fruit is grown. Fortunately, summertime is perhaps the best season to enjoy a wide variety of flavorful fruits—from raspberries, to blueberries, to mangos.

With all this in mind, now is the perfect time to explore the many refreshing fruit-based desserts available from Sweet Street. Truth be told, these offerings are ideal at *any* time of year because they're made with fruits that are frozen at the peak of freshness. But what better time to celebrate and enjoy them than when the temperatures outside are hot and everyone is searching for a little cool refreshment.

Sweet Street's luscious [Lemon Manifesto™ Bar](#) is a great place to start. Its zesty lemon freshness makes your mouth come alive and quenches your thirst, while the buttery smoothness of its melt-in-your-mouth curd and subtle crunch of the shortbread crust further satiate the senses.



Passion Mango Cheesecake

Another refreshing favorite is our [Passion Mango Cheesecake](#). It features layers of creamy, smooth passion fruit- and mango-infused buttermilk cheesecake topped with tart passion fruit curd. All that zesty goodness is finished with a shimmering glaze of passion fruit and mango.

Searching for an unexpected raspberry treat? You'll find it in Sweet Street's Raspberry Sammies, made with ripe red raspberry jam in golden buttery shortbread. And don't forget the king of all summertime treats—our Summerberry Stack®. It features bright berries strewn across citrus-flecked cake aswirl with cool, tart key lime and creamy white chocolate cheese—all on a buttery crunch layered with vibrant raspberry.

In last month's blog we touched on the creamy virtues of frozen custard. And as the temperatures continue to rise outside, we thought now would be the perfect time to take an even closer look at frozen desserts—as well as offerings from Sweet Street that can lusciously complement their flavor profiles.

One of the best attributes of desserts such as frozen custard, ice cream and even sorbet (aside from the aforementioned creaminess), is the ability to add other craveable flavors to the mix. From refreshing fruits to decadent cookie pieces, there's no end to the enticing possibilities.

In its [Dairy Foods Forecast 2017](#), the Berry on Dairy blog highlights several trends that will continue to drive ice cream sales this year. Fruit, for instance, will find its way into ice cream more often, particularly real whole fruit and unique combinations such as berry and citrus.



Grilled Pullman slices sandwiching house-made salted caramel ice cream.

If you have a citrus fruit flavored ice cream on your menu, consider serving it with a Sweet Street offering such as our [Lemon Manifesto™ Bar](#) or [Summerberry Stack®](#), which features bright berries strewn across citrus-flecked cake. Or if strawberry ice cream is the order of the day, why not pair it with our [Strawberry Cream Cheesecake](#).

Salted caramel ice cream is also predicted to increase in popularity in 2017 according to the Berry on Dairy blog. [Sweet Street's Salted Caramel Cookie Pie Rave™](#) provides the perfect opportunity to take the salty sweet decadence over the top. Just add a small scoop of ice cream on every piece.

Another interesting ice cream trend noted in the Dairy Foods Forecast 2017 is the practice of adding preparation descriptions to the product/dish name and menu description. According to the report, mentioning cooking methods such as *toasted* coconut, *grilled* pineapple, *caramelized* banana and *smoked* apple makes the consumer feel more involved and more knowledgeable.

Sweet Street gives you the opportunity to tap into this phenomenon with products that play up the descriptive flavor appeal. Look no further than our [Caramel Ginger'd Apple Crisp](#). *Ginger'd* and *cinnamon'd* fresh Granny Smith apples are caramelized and piled high and topped with buttery crisp crumbles. Best of all, it's made to be served warm—you guessed it—a scoop of ice cream.

It only makes sense that desserts with fruits are most popular during the summertime. For starters, favorite dessert fruits such as lemons and berries are at their peak of freshness in the favorable warm weather. What's more, their zest and tanginess add a refreshingly light flavor profile that perfectly complements the season.



Lemon Manifesto Bar

So what's the best way to highlight fruit on your dessert menu? Let's start with lemons. Sweet Street offers several products that entice dessert lovers with the allure of this citrus superstar. Our Lemon Cake with Meyer Lemon Curd uses lemonade as its inspiration, layering cool lemon mousseline between the lemon cake and Meyer lemon curd.

Meanwhile, our new Manifesto™ line of cookies and bars also includes offerings that lead with refreshing lemon flavor. Take our Lemon Blueberry Manifesto™ Cookie and Lemon Manifesto™ Bar for example. In addition to their lemony lusciousness, these products offer the added benefits of wholesome, clean-ingredient sourcing—with no GMO's or additives.

Now let's bring berries into the mix. Sweet Street's ever-popular Summerberry Stack® features bright berries strewn across citrus-flecked cake aswirl with cool, tart key lime and creamy white chocolate cheese. There's no better way to let your patrons celebrate all that is good about summertime.

Fruit remains the third most popular dessert ingredient overall, according to Mintel.¹ And when you add the timeliness of the warm summer season, featuring desserts with fruits is a natural.

Get your dessert menu set for summertime with luscious offerings from Sweet Street.

Source: ¹Mintel Foodservice Menu Category Report: Desserts, July 2015