

Sweet Street Desserts Going Beyond the Bakery

<http://www.sweetstreet.com>

READING, PA (May 13, 2013) – Pennsylvania-based dessert company Sweet Street Desserts' has been the premier innovator of gourmet desserts in the restaurant industry for over 3 decades. Sweet Street goes to great lengths to create supremely satisfying dessert experiences unparalleled in the dessert category. Now they are going beyond the bakery to deliver an unmatched on-line experience for Foodservice customers on their newly launched website, <http://www.sweetstreet.com>.

Rated #1 in taste and appearance by the restaurant industry, Sweet Street is expanding the industry's expectations of what a luscious, gourmet dessert can do. Their extensive website overhaul, completed in April 2013, brings their tools and expertise onto an open-coded platform to provide customers with an array of resources, which are functional, flexible and compatible with multiple devices. These resources, such as customizable waitstaff training and merchandising paired with over 400 available sku's, are designed to add vitality to any menu. With such a robust amount of information and instruments available, the ability for users to customize their Sweet Street experience was the driving force behind this update.

The introduction of Sweet Street Suites has been met with appreciation and excitement. The Suites, which are customizable micro-sites, enables the user to control content they see and share. In this collaborative environment, dashboards are customized with information important to the user and their eco-system, paired with the ability for the user to control navigation placement, upload materials, link to external content and create original content. Complete with a facebook-like interface, users can invite others to join their Suite, providing easy control and sharing of up-to-date information and enhanced communication via private discussion boards.

With these advanced features, and more in the pipeline, Sweet Street is determined to provide restaurateurs with an endlessly engaging and educational environment, designed to help enhance their patrons' experience thus ensuring their operations continued success. Create your own Sweet Street Suite and what Sweet Street Desserts can do for you, <https://www.sweetstreet.com/food-service/main>. Specific questions can be directed to Jennifer Matten at 610-921-8113 or jennifer.matten@sweetstreet.com.

About Sweet Street Desserts

Sweet Street Desserts launched in 1979, when founder Sandy Solmon began baking out of a garage in Reading, Pennsylvania. Since then, the company has grown into an international largest purveyor of gourmet frozen desserts, offering more than 400 luscious varieties of delectable cakes, pies, brownies, cookies, dessert bars, cheesecakes and more. Sweet Street Desserts is dedicated to harnessing pure imagination to create the most delicious desserts in the world. Share Sweet Street with your family and friends and make a unique and lasting impression for your community fundraiser. For more information, visit <http://www.sweetstreet.com> or <http://www.facebook.com/sweetstreetdesserts>.