

**Creativity drives excitement on the dessert menu** “Consumers like to eat what they love,” addresses a consumerist. “All the flavors that harken back to childhood, but they adore an unexpected ingredient that introduces a new flavor or texture. They like a dessert they know will be good, but they revel in a surprise.

“They know more about food than consumers ever did in the past. They are more adventurous, millennials particularly,” says Laura McGuire, senior manager of Technomic, Inc.

In the exacting and exuberant process of developing our desserts, Sweet Street has earned 15 patents in design. Our R&D staff, led by founder and CEO Sandy Solmon, puts together creative concepts every day, the best of which turn into innovative flavor and texture combinations. While many are familiar with the Chocolate Molten Cake that has been a favorite for a couple of years, the Turtle Molten Bundt Cake from Sweet Street puts a pecan-covered twist on it. Modeled after the popular candy, it’s filled with a buttery-luscious caramel center that oozes deliciously when warmed.

Our Sweet & Salty Blondie Bites, stuffed with both butterscotch and chocolate chips, walnuts and coconut, are set apart with an unexpected ingredient—old-fashioned, kettle-fried potato chips—for a uniquely textured craveable. The one-inch square size of all four Sweet Street Bites are making exciting inroads as snacks in bars, garnish on ice cream, adorable skewered desserts and other sharable indulgences.

Salted caramel is a beautiful flavor that has come into its own in the past couple of years. Sweet Street has employed its popularity in our Salted Caramel Vanilla Crunch Cake that has a salted caramel crunch layer, a creamy custard layer and a sexy caramel finish, a creative combination of textures. Salted caramel has proven so popular, we’ve used it to make extremely tempting bruléed cheesecake, cheesecake individuals, cupcakes and cream puffs that have excited the marketplace.

Our recently debuted collection of Cheesecake Individuals introduced new ingredients and flavor combos, including Yuzu Lime, Goat Cheese with Thyme Honey and Blackberry Cabernet. Blackberry is the flavor of the year according to flavor predictor Firmenich, and it mixes wonderfully with a fruity, floral California Cabernet for a wine and cheese tasting in one personal, yet sharable dessert.

