

## Snacking, the new dessert sales hot spot

Many factors have contributed to the growing popularity snacking: on-the-go lifestyles, more people living (and eating) alone, and the hunger for new experiences, just to name a few.

But perhaps a better question than *why* snacking is so popular today is *how* restaurant operators can take advantage of this growing opportunity. After all, more eating occasions mean more chances to add sales during those traditionally quiet mid-morning and late-afternoon hours.

At Sweet Street, we've been keeping an eye on the snacking phenomenon for years. And we've created an entire category of offerings that take snacking to a whole new level of lusciousness.

Our new Manifesto™ line of cookies and bars represents our passion to bake cleaner, more wholesome desserts. What's more, the grab-



and-go format of these offerings makes them uber-convenient for snacking.

Every batch starts with all-butter, pure-cane-sugar and cage-free-egg cookie dough—as well as ingredients that are GMO free, additive free and sustainable. From there, the flavorful possibilities are wide open.

Our [Lemon Blueberry Manifesto™ Cookie](#) is plump with wild Maine blueberries for a refreshing rebirth of our quintessentially melt in your mouth sugar cookie. And Sandy's Amazing Chocolate Chunk Manifesto™ Cookie features giant morsels of sustainable chocolate grown in the Peruvian Andes.

And coming soon, Individually Wrapped Manifesto Cookies and Bars for grab-and-go goodness!

Snacking might be a smaller eating occasion, but it packs a big sales opportunity. The time is now to take advantage with the perfect-for-snacking possibilities of Sweet Street.

Sources:

<sup>1</sup>Hartman Group's Food Culture Forecast, 2015

<sup>2</sup>Technomic, Inc., Snacking Occasion Consumer Trend Report, 2016