

## Celebrate Fall Flavors like No One Else



Pumpkin Spice Baby Bundt Cake

Sometimes a flavor trend proves to be *more* than just a trend—meaning, it takes its place as an established favorite within the food landscape. One could definitely make this argument about the popularity of pumpkin, especially in the fall and winter seasons.

The proliferation of pumpkin flavors has skyrocketed in recent years, from lattes and beers to candies and confectionaries. And it shows no signs of stopping. Sales of pumpkin-flavored foods rose 11.6 percent in the last year alone according to Nielsen (to \$361 million).

But as pumpkin-flavored foods begin to enter the “maturity” phase of the product lifecycle, the challenge now becomes how to stand out in a crowded marketplace. And of course, no one rises to the occasion like Sweet Street.

We’ve spent countless hours in the kitchen mixing, blending and baking the most luscious pumpkin-flavored desserts. These offerings tempt with rich textures and intense spice flavors—perfect for the approaching cooler temperatures.

Sweet Street’s Pumpkin Spice Bundt is soaked with orange glaze, filled with gingered whipped cream and drizzled with buttery caramel. It’s a classic and wonderful tribute to all that is good about pumpkin-flavored foods.

Spicy pumpkin flavors are also irresistible when blended with refreshingly tart flavors. Our Pumpkin Cranberry Bash® and Pumpkin Cranberry Stack are festive and cheery offerings that are sure to delight your patrons. Both feature a gingersnap crust—another hugely popular fall flavor.

There’s no doubt that consumers will continue to seek out amazing pumpkin flavors. And you can be sure that Sweet Street will always be ready to help you provide them.