

SWEET STREET DESSERTS ANNOUNCES SHARE SWEETNESS: DRIVE-THRU DESSERT GIVEAWAY

Editors note: The event was held on December 19th, 2020.

READING, PA – December 14th 2020- Sweet Street Desserts, Reading, PA based bakery, announced that a free dessert giveaway for the public will take place Saturday, December 19th from Noon-4pm, or while supplies last. The event will take place at FirstEnergy Stadium, home to the Reading Fightin Phils.

“For 41 years, Sweet Street has called Reading, PA home,” said Sandy Solmon, Sweet Streets’ Founder/CEO. “Giving back to our city has always been our passion; through art and educational programs, community projects. While we support hundreds of non-profit organizations locally, this is the first time we are bringing our desserts direct to the public in such an amazing way. It is an opportunity we are all tremendously thankful for and excited about.”

IMPORTANT EVENT DETAILS

Safety:

- All volunteers will have passed a health screening, will be adhering to CDC guidelines and masked.
- All attendees must remain in their vehicle. WALKUPS ARE PROHIBITED.
- Attendees must be masked and avoid all contact with our volunteers.
- Desserts will be distributed in a case, eliminating direct contact. Cases contain anywhere from 20-64 servings.

Traffic:

- Vehicles will NOT BE PERMITTED to get in line until 11:30am.
- All traffic must enter from Rt. 61 at the intersection of Rt. 61 and Cathedral St.
- Dessert distribution will be in the parking lot that runs parallel with N. Front Street across from Stadium

“Desserts provide a moment of sweetness, comfort and joy. This holiday, we are inviting the community to enjoy our desserts with family, share with neighbors or gift to friends. Our hope is to spread a bit of cheer while inspiring others to “share sweetness” any way they can.”- Jennifer Matten, Share Sweetness Event Organizer & Sweet Streets’ Marketing Communications Specialist.

The dessert distribution will be random, with 1 case of dessert given to each car; each case ranges from 20-64 portions. In addition to this incredible giveaway, each attendee will receive 10% off coupons for Café Sweet Street and the Reading Fightin Phils team store, which will be open during the Share Sweetness Event.

About Sweet Street

Sweet Street was born in 1979, when founder Sandy Solmon began baking oversized chocolate chip cookies in a 2-bay garage in Reading, Pennsylvania. Today, Sweet Street is the leading innovator in the dessert industry, baking for restaurants and cafes in over 60 countries. The Company’s commitment to community, passion for artful food and dedication to quality remain the motivation behind every creation. Sweet Street offers over 400 luscious gourmet desserts from big cakes to brulee’d cheesecakes and macarons, dessert bars to loaves, and of course, Sandy’s legendary cookies. Learn more by visiting www.sweetstreet.com.

Just Beet It...

Our sugar beets are only filled with PURE CANE SUGAR...which is inherently non-gmo. But did you know that beet sugar is the most commonly used sugar commercially AND tops the list of most common genetically modified crops?

All sugar beets and sugar beet products are now genetically modified in the United States. Sugar beet farmers voted to adopt GMO beets as a unanimous decision, leaving no non-GMO beet options in the United States. Most beets are grown in the Willamette Valley in Oregon. This decision impacts sugar, as well, since almost 50% of sugar in the United States comes from sugar beets. We will all have to pay attention to labels and buy certified organic sugar and stay away from beets!

Source: (<http://www.foodmatters.com/article/10-most-common-gmo-foods>)



One of Sweet Street's R&D Chefs slowly pours Pure Cane Sugar into a batch of Manifesto Chocolate Chunk Cookies.

Sugar beet is a plant whose root contains a high concentration of sucrose and which is grown commercially for sugar production.

In 2013, Russia, France, the United States, Germany, and Turkey were the world's five largest sugar beet producers.^[3] In 2010-2011, North America, Western Europe, and Eastern Europe did not produce enough sugar from sugar beets to meet overall demand for sugar and were all net importers of sugar.^[4] The US harvested 1,004,600 acres (406,547 ha) of sugar beets in 2008.^[5] In 2009, sugar beets accounted for 20% of the world's sugar production.^[6]

Source: (https://en.wikipedia.org/wiki/Sugar_beet)

Pure Madagascar Bourbon Vanilla



A proprietary formula was created for us in 2009 and is the most used flavoring in our bakery. Vanilla crops are endangered today due to pollination issues and our flavoring partner supports our farmers with sustainability programs.

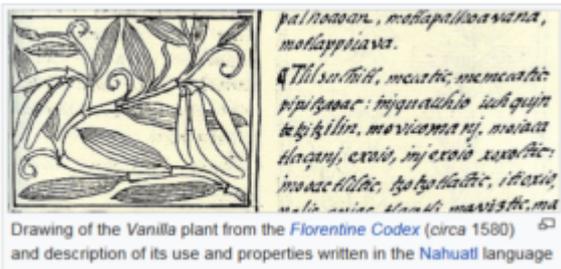
While "Bourbon" is most widely associated with the whiskey, this vanilla is alcohol-free. Grown on Madagascar, Réunion this vanilla is commonly known as "Bourbon vanilla" after the former name of Reunion, Ile Bourbon.

Bourbon vanilla beans from Madagascar are superior, with flavor and aromatic qualities that make Madagascar vanilla beans the most popular and sought after vanilla variety. We use a proprietary formula, developed by our team of R&D Chefs, of pure Madagascar



Bourbon vanilla throughout all of our bakery products, including our award-winning Manifesto Cookies and Bars.

“ According to popular belief, the Totonac people, who inhabit the east coast of Mexico in the present-day state of Veracruz, were the first to cultivate vanilla. According to Totonac mythology, the tropical orchid was born when Princess Xanat, forbidden by her father from marrying a mortal, fled to the forest with her lover. The lovers were captured and beheaded. Where their blood touched the ground, the vine of the tropical orchid grew. In the 15th century, Aztecs invading from the central highlands of Mexico conquered the Totonacs, and soon developed a taste for the vanilla pods. They named the fruit *tlixlóchitl*, or “black flower”, after the matured fruit, which shrivels and turns black shortly after it is picked. Subjugated by the Aztecs, the Totonacs paid tribute by sending vanilla fruit to the Aztec capital, Tenochtitlan.



Until the mid-19th century, Mexico was the chief producer of vanilla. In 1819, French entrepreneurs shipped vanilla fruits to the islands of Réunion and Mauritius in hopes of producing vanilla there. After Edmond Albius discovered how to pollinate the flowers quickly by hand, the pods began to thrive. Soon, the tropical orchids were sent from Réunion to the Comoros Islands, Seychelles, and Madagascar, along with instructions for pollinating them. By 1898, Madagascar, Réunion, and the Comoros Islands produced 200 metric tons of vanilla beans, about 80% of world production. According to the United Nations Food and Agriculture Organisation, Indonesia is currently responsible for the vast majority of the world’s Bourbon vanilla production and 58% of the world total vanilla fruit production.”[1]

[1] <https://en.wikipedia.org/wiki/Vanilla>

*main image of vanilla bean bunch is courtesy of vanillaqueen.com

Sustainable Chocolate, a Labor of Love. - Sandy’s Journey to Peru.



Editors note: As the consumer demand for chocolate grows, so do the pressures of production for the many small producers; working in harsh, tropical conditions and many times struggling to make a living wage. Supporting the sustainable farming of these crops is vital to the global industry and to the livelihood of the farmers and their communities. Many of us may never have the opportunity to personally meet the farmer that cultivated the fields from which that yummy, sustainable chocolate brownie – we enjoyed this afternoon – came from however, we can come closer to appreciating its real-life impact through education and the experiences of others.

In the summer of 2016, our leader, Sandy Solmon, trekked to the family owned coffee and chocolate plantations in the high jungles of Peru; an educational expedition fit for a foodie. Driven by her insatiable appetite for knowledge, Sandy wanted to experience first-hand how her support of sustainable chocolate production impacts local economies and the lives of these farmers and their families.

Enjoy as Sandy reflects on this experience and shares her personal photos.

“Running an organic farm in the jungle is a labor of love. I can’t imagine a harder life. The farmer who owned the cacao plantation we visited was Jose, a 62 year old, with soft eyes but strong arms gained from wielding his machete to cut the cacao from his trees. He can still climb a 20 foot high tree that I would have hesitated climbing when I was 25. His father owned the 15 acre farm originally and lived to be 101. It is a hard life powered by passion for his land.



A moment captured: Jose and Sandy and her husband Doug.

On Jose’s farm he had mangos, avocados, giant misshapen but very sweet tangerines, papaya and pomelo, guayanaba, pineapple, coffee, 6 kinds of bananas, plantains, oranges that tasted flowery and aromatic, Coca trees, sugar cane, and chocolate –all of these crops grow in a hodge podge across his fifteen acres in an effort to keep the soil more fertile and free of pests.

In our travels, our local guide Able shared his dream of returning, to live and farm these fields someday. He described it as “a paradise, it’s peaceful, and you have all the food you want, I can’t imagine a better life”. He was a sweet guy. He had started working the fields when he was 7 for the equivalent of \$1 a day; went on to sell Peruvian art to tourists in the street, graduated college with a 5 year degree in tourism, and was now a guide. Over the last 9 years in trekking 400 times to Machu Picchu, and innumerable trips to the jungle he had saved the equivalent of \$2,000 for the down payment on a house for he and his wife. Earlier this year he developed a cerebral aneurysm and needed surgery. His nest egg went for that instead. Able got out of the hospital 2 months ago and though he looked none the worse for wear, he was started his savings account from scratch. It is a hard life but full of spirit and commitment and pride in how far he had risen in life.” – Sandy Solmon

In true entrepreneurial spirit, Sandy immersed herself into all aspects of the process including hand-grinding the cocoa beans.



Sandy with the fresh chocolate paste that was the fruit of her labor

“Some of the chocolate paste we slathered on the miniature bananas that grew on the farm, and some was mixed with boiling water to

make an incredibly rich hot chocolate.”

Celebrate Fall Flavors like No One Else One could argue that pumpkin has only recently taken 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.

Skip the forks and spoons—serve these desserts with a straw.

Your dessert menu innovative and fresh sometimes calls for a little outside-the-box thinking. Or maybe a better way to put it is: a little inside-the-glass thinking. Yes, it’s time to consider all the luscious possibilities of drinkable desserts.

The most classic of all drinkable desserts is, of course, the milkshake. And while it’s not particularly innovative on its own merits, what you add to a milkshake can take this dessert experience to a whole new level of sophistication.

Sweet Street desserts blend deliciously into shakes—from our cakes and pies to our cookies and bars. And the options range from alcohol-free treats to booze-infused bliss. Let’s take a closer look at a few of the liquid possibilities.

Alcohol-free

Mixing in pieces of a Sweet Street cake or pie is the easiest way to add intrigue to a drinkable dessert. Consider the Big Chocolate Cake as the perfect counterbalance to a vanilla shake. Or, add a taste of Americana with our [Big Apple Pie](#).

The fact is, almost any baked Sweet Street dessert can be featured in a milkshake, and you can spin it any way you like depending on the desired flavor profile.

Alcohol-infused

According to research from Datassential, 32% of consumers are interested in dessert-alcohol infusions. And we're confident that 100% of those consumers will find the following concoctions simply irresistible.



Shake Yo Honey Maker

- ½ [Salted Caramel Manifesto™ Cookie](#)
- 2 large scoops of ice cream
- 1 oz. Jim Beam® Honey Whiskey
- 1 oz. milk for consistency

Bucktown Dirty Blonde

- ¾ [Toffee Crunch Manifesto™ Brownie](#)
- 2 large scoops of ice cream
- 1-1/2 oz. Jim Beam® Maple Whiskey
- 1 oz. milk for consistency

Mommies Little Helper Lemonade

- 1 [Lemon Manifesto™ Bar](#)
- 2 scoops of ice cream
- 1 oz. white rum
- 1 oz. milk for consistency

Note: you can turn each of these recipes into non-alcoholic versions as well by simply removing the alcohol.

Whether you want to appeal to adults only or young and old alike, adding drinkable desserts is a great way to mix things up on your menu.

Legal: Jim Beam is a registered trademark of Jim Beam Brands Co.

Pair frozen desserts with other luscious treats to heat up sales.

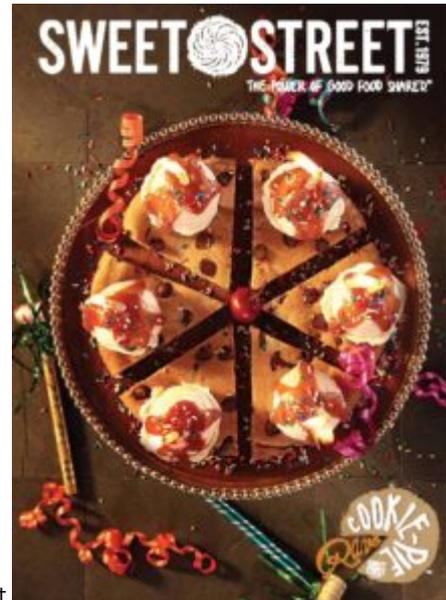
There's no mystery as to why ice cream is so universally appealing. It is, after all, just plain wonderful and delicious. But it is interesting to note other factors that contribute to its widespread popularity—not the least of which is its ability to play so well with other desserts.

Who wants birthday cake without a little ice cream on the side? And just think about how a cold scoop of vanilla provides the perfect finishing touch to a warm dessert.

With the dog days of summer in full swing, now is the perfect time to leverage the appeal of ice cream and other frozen desserts with lusciously complementary offerings from Sweet Street.

Getting back to the appeal of a cold/warm combo, why not start with our [Caramel Ginger'd Apple Crisp](#) or [Cinnamon Crumble Apple Crisp®](#). You can serve these offerings heated up and a la mode for a delightful treat of sensational proportions.

Additionally, our colossal 8-inch [Salted Caramel Crunch Cookie-Pie Rave™](#) offers not only a perfectly sharable experience, but also an



upsell opportunity for you. Just ask who wants a scoop of ice cream to go along with it.

Cookies and bars are also ideal partners for ice cream, and our new Manifesto™ line offers the added appeal of wholesome, GMO-free and sustainable ingredients. The [Just Chocolate Manifesto™ Cookie](#), [Peruvian Chocolate Manifesto™ Brownie](#) and [Lemon Manifesto™ Bar](#) are just a few of the decadent possibilities.

You can take the lusciousness a step further by creating monumental ice cream sandwiches made with Manifesto™ cookies and bars. The [Chewy Marshmallow Manifesto™ Bar](#) is a great place to start. Just beware of blissful patrons who may in fact want to hug you.

Sure, we all scream for ice cream. But don't forget to double the pleasure with luscious offerings from Sweet Street.

Desserts with fruits: one more reason to love summer. 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 swirl 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

Snacking, the new dessert sales hot spot.

Snacking is three times more prevalent than meal occasions. The snack occasions are almost as prevalent as meal occasions (49% vs. 51%).¹ And a whopping 83% of consumers report snacking on a daily basis.²

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:

¹Hartman Group's Food Culture Forecast, 2015

²Technomic, Inc., Snacking Occasion Consumer Trend Report, 2016

Go nuts with luscious new dessert possibilities. Get's something more exciting about a dessert now. A whole nut, as if with a surprise, is unwrapping a bit more of the package until—surprise! You discover a crunchy treat inside.

Those little crunchy treats are appealing in more ways than one as well. Nuts contain protein, fiber, “good” fats and other nutrients that have contributed to their steady growth in popularity in recent years. In fact, the global demand for nuts is expected to grow at 1.7% until the year 2021, according to a research report from Transparency Market Research.

Ah, but let's get back to dessert—and all the delicious possibilities of peanuts, hazelnuts, almonds, walnuts and more. Sweet Street is famous for transforming nuts into luscious temptations that are sure to thrill dessert lovers.



Old Fashioned Peanut Butter Manifesto Cookie

One of our newest creations is the Old Fashioned Peanut Butter Manifesto™ Cookie, featuring creamy and chunky peanut butter folded into our all-butter, pure-cane-sugar and cage-free-egg cookie dough. As part of the Manifesto™ line, it also represents our commitment to offering products with more wholesome ingredients and no GMO's or additives.

You'll find additional ways to delight nut lovers with offerings throughout the Sweet Street portfolio, including our Flourless Hazelnut Chocolate Bande made with Nutella®, our Chocolate Nut Torta made with Nutella® and our Four High Carrot Cake, which is studded with walnuts, raisins and pineapple.

With nuts continuing to enjoy a steady rise in popularity—thanks to their tasty and nutritious benefits—now is the perfect time to go nuts with your dessert offerings. Right here on the Sweet Street website is the perfect place to start.

Nutella® is a registered trademark of Ferrero U.S.A., Inc.