



# CRAFT BEER PAIRINGS

Serve desserts in the bar and create opportunity for profit.



Crème Brûlée Cheese

## Stock up on indulgence.

Like alcohol, desserts are perceived as fun luxuries, so consumers are less likely to object to the price and will purchase as an indulgence. 75% of customers say that price of desserts does not influence their decision to order.<sup>1</sup>

85%

85% of customers say they are interested or extremely interested in ordering desserts while sitting at a bar.<sup>2</sup>

85%

85% of customers would be more likely to bring others there, including friends, business associates, etc., if exceptional desserts are available.<sup>2</sup>

77%

77% of customers would stay longer and order more drinks if desserts are available

84%

84% of customers would be more likely to order other food as well if they order desserts.<sup>2</sup>

13.8%

Before it was wine pairings with dessert, but as craft beer rises another 13.8% on restaurant menus, operators will be looking to incorporate unique offerings.<sup>3</sup>

Each craft beer, like fine art created by different breweries, has its own characteristics and flavors. The beer styles below have been matched up with our luscious desserts to create harmony and balance with an emphasis on flavor.

Beer Style	Sweet Street Desserts Pairing 1	Sweet Street Desserts Pairing 2
Brown Ale	Bourbon Street Pecan Pie, 0267	Chocolate Peanut Butter Stack, 1531
Pale Ale	Crème Brûlée Cheese, 1283	Macarons, 4060
Porters	Tiramisu, 2243	Peruvian Chocolate Manifesto® Brownie IW, 3041
Stouts	Flourless Chocolate Torte, 2544	Sandy's Chocolate Chunk with Pretzel Manifesto® Cookie, 2983
Pilsner	Rustic Apple Galette™, 4005	Passion Mango Cheesecake, 1647
Marzens	Big Carrot Cake, 1165	Big Apple Pie, 1904
Bocks	Salted Caramel Manifesto® Cookie, 3129	Big Blitz with SNICKERS® BAR Pie, 0435
American IPA	Apple Crisp, 0243	Four High Carrot Cake, 1120

Sources:  
 1 - Restaurant Hospitality/Food Management Research  
 2 - Datassential, Dessert Opportunities: BAR: Pizza, January, 2013  
 3 - Technomic® Menu Monitor 2016 Q1-2017 Q1

## Clean Labeling

As the term “healthy” has been brought to the forefront in 2017, consumers are increasingly concerned about transparency and the additives in their food. Many operators are beginning to feel the heat and will be looking to accommodate the growing number of health conscious consumers.



## Manifesto® Cookies

- NON-GMO
- Additive-Free
- Cage-Free Eggs
- All Organic & Certified Sustainable Palm Oil
- Hormone-Free Dairy



# 72%

72% of consumers are **more concerned about additives** in food than they were two years ago.<sup>4</sup>

## GREAT IDEA

Cash in on the popularity of beer flights with a side by side dessert flight!

# 43%

43% of consumers choose **additive-free food** and beverages because of better health.<sup>4</sup>

# DON'T FORGET OUR SAVORY HANDCRAFTED PRETZELS!

## Bar Food

Before toasting to golden perfection in our ovens, every savory pretzel is filled with only the finest ingredients and the freshest proteins. From our all-natural ham and naturally smoked turkey breast to perfectly aged provolone and Jarlsberg Swiss, every ingredient is carefully selected to capture the pulse of flavor trends.



Sources:  
4 - Technomic® Consumer Trend Report Series  
5 - Photography contribution from Reagen Danielle Gray, DAM Florida



**85% OF PATRONS ARE INFLUENCED TO BUY A DESSERT BASED ON A PHOTO.\***  
TEMPT MORE customers by displaying beautiful photography with mouthwatering descriptions. INCREASE CHECK AVERAGES using uniquely creative point-of-sale items. For more information on LTO table tents and merchandising tools at no cost, please email: [SweetStreetDesignSuite@TasteSpecific.com](mailto:SweetStreetDesignSuite@TasteSpecific.com)

\*The NPD Group/Crest

## The Power of Good Food Shared™

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\*Product must come to room temperature prior to eating.



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