



CRAFT BEER PAIRINGS

Serve desserts in the bar and create opportunity for profit.



Caramel Apple Cheesecake Xangos®

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.¹

85%

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

85%

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

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.²

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.³

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, 2267 | Chocolate Peanut Butter Stack, 1531 |
| Pale Ale | Crème Brulée 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 | Caramel Apple Cheese Xangos®, 7949 | Passion Mango Cheesecake, 1647 |
| Marzens | Big Carrot Cake, 1165 | Big Apple Pie, 1904 |
| Bocks | Salted Caramel Manifesto™ Cookie, 3129 | PB&J Manifesto™ Bar, 3137 |
| American IPA | Caramel Ginger'd Apple Crisp, 1279 | 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



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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



left to right 5: Sandy's Amazing Choc Chunk, Just Choc, Oatmeal Raisin, Lemon Blueberry

GREAT IDEA

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

STANDS AVAILABLE FOR TW ITEMS!



72%

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

43%

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

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

The Power of Good Food Shared™

Contact your broker today for more information on these products.

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