



# TEMPT MORE CUSTOMERS TO BUY

by balancing your dessert menu with these luscious Sweet Street desserts.



## Molten Chocolate Cake

Deeply chocolate, enrobed in chocolate and filled with a dark chocolate truffle. Serve wickedly warm, unleashing a rush of molten chocolate to your customers' wild delight. Your plates will be dressed to kill.

CODE	UNITS PER CASE	PORTIONS PER UNIT	PORTION WEIGHT
1490	4	9	5 oz



## Luscious Lemon Squares®

A caterer's favorite...lively lemon curd on buttery shortbread.

CODE	UNITS PER CASE	PORTIONS PER UNIT	UNIT WEIGHT
0145	4	unsliced	2 lbs 14 oz



## New York Cheesecake

Cheesecake so creamy, so smooth, so satisfying, it makes the Statue of Liberty smile.

CODE	UNITS PER CASE	PORTIONS PER UNIT	UNIT WEIGHT
0021	4	16	4 lbs 4 oz



## Original Cheesecake Xangos®

Rich, smooth cheesecake with a slightly tangy finish rolled in a melt-in-your-mouth, flaky pastry tortilla.

CODE	UNITS PER CASE	PORTIONS PER UNIT	PORTION WEIGHT
7944	1	48	4.3 oz



## Pullman Variety #9

Marble Chocolate Chip Pullman, Lemon Glazed Pullman, Orange Poppy Cheese Pullman, Cinnamon Streusel Pullman

CODE	UNITS PER CASE	PORTIONS PER UNIT	UNIT WEIGHT
1186	4	18	3 lbs 11 oz*



\*Weight is an average.

# BALANCING DESSERTS®

## TASTE

MOVES PATRONS TO BUY  
WITH FLAVOR AND TEXTURE.

### FLAVORS



Chocolate



Citrus



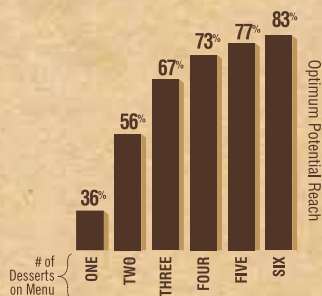
Cheesecake



Fruits & Nuts  
Includes apple,  
carrot, pecan

It takes only four flavor profiles to increase the likelihood one dessert on your menu will appeal to each customer. Research indicates these are your patrons' favorites. And with these four flavors on your menu, you can appeal to 88% of patrons.<sup>2</sup>

**SIX DESSERTS GIVE  
THE BEST RETURN.<sup>3</sup>**



### TEXTURES



CRUNCHY



SMOOTH



CREAMY



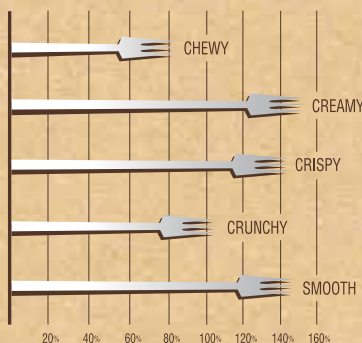
CHEWY



CRISPY

Different textures make your menu interesting and intriguing. Textures also give your waitstaff a good starting point for mouthwatering descriptions.

**CUSTOMERS RESPOND  
TO A SELECTION  
OF TEXTURES.<sup>2</sup>**



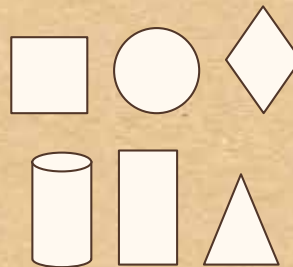
**of patrons choose a restaurant  
because it serves a dessert  
they like.<sup>1</sup>**

## APPEARANCE

ATTRACTS WITH SHAPE  
AND PRESENTATION.

### SHAPES

Are you presenting an interesting array of shapes? Imagine your desserts on a tray. In your menu, include a visual description to capture patrons' imaginations early in the meal occasion.



**79%**

**of people will order dessert  
if someone else at the table  
orders a desert.<sup>1</sup>**

### PRESENTATION

Influence patrons to buy.<sup>4</sup>

**95%** Favorite Dessert  
on Menu

**89%** Appearance  
of Dessert

**85%** Photo of Dessert

**80%** Dessert on  
Cart/Tray

**70%** Spouse/  
Companion



The dessert has to look spectacular no matter how you present it—on a dessert cart, with platescaping or in a photo on your dessert menu. And it's all easier if you start with desserts that are gorgeous.

<sup>1</sup> Restaurant Hospitality/Food Management Research, 2008

<sup>2</sup> The NPQ Group/NPO Passworld/CREST, Customer Satisfaction Research, March 2004

<sup>3</sup> Penton Media, Inc., Consumer Dessert Users Study, 2001 (of 1088 surveyed)

<sup>4</sup> Restaurant Hospitality/Food Management Research, 2002



HIGH FRUCTOSE  
CORN SYRUP



TRANS  
FATS



ARTIFICIAL  
FLAVORINGS

Through our 10 year initiative to source clean ingredients, we have successfully removed hidden preservatives, additives and GMO's from our products, while matching taste, texture and function.