



LEAVE THEM OBSESSED



Original Cheesecake XANGOS®

Little Moments. **BIG** Obsessions.

Beyond Seasonal LTOs. Built for Micro-moments.

Monthly foodie holidays and celebrations designed to drive traffic, test trends, and tap into micro-moments—without overhauling your menu.

Turn your core dessert into a rotating feature.

YOUR 2026 CALENDAR OF CRAVINGS

☺☺☺☺☺

JANUARY

January 1st - New Years Day
January 8th - Gluten Free Day
January 23rd - National Pie Day

New Year: Better-for-You functional shakes featuring Scoopables.



☺☺☺☺☺

FEBRUARY

National Chocolate Lover's Month
February 3rd - Carrot Cake Day
February 14th - Valentines Day
February 17th - Mardi Gras

Galentines/Valentines Day: Experience viral LTO must have while capitalizing on "little treat culture" with bitesize shareables featuring XANGOS®.



☺☺☺☺☺

MARCH

March 6th - OREO Day
March 17th - St. Patrick's Day
March 21st - National Tiramisu Day

St. Patricks Day: Create a luxe, Leprechan's treasure vibe with adding edible gold leaf.



WARM IT UP with easy WINTER garnishes & pairings

Cheesecake



Chocolate



Citrus



Fruits & Nuts



- Irish Cream Latte, Cinnamon Cappuccino or Chai

- Spiced Mocha, Mexican Hot Chocolate or Chocolate Stout

- Hot Toddy Mocktail, Earl Grey Latte or Lemon-Ginger Tea

- Mulled Cider, Spiced Wine or Hazelnut Latte



- Hot Chocolate, Peppermint, Berry Coulis

- Cocoa, Peppermint, Table-side Ganache Pour

- Mascarpone Whip, White Chocolate, Pomegranate

- Maple Whipped Cream, Cinnamon Sugar Rimmed Plate or Skillet

☺☺☺☺☺

APRIL

April 5th - Easter
April 7th - Coffee Cake Day

Easter: Platescape with pastel-colored buttercream rosettes or edible flowers.



☺☺☺☺☺

MAY

May 5th - Cinco De Mayo
May 10th - Mother's Day
May 25th - Memorial Day

Mothers Day: Get ready to celebrate, perfectly paired with a sparkling wine flight.



☺☺☺☺☺

JUNE

All Month - Graduations & Summer Travel
June 13th - Cupcake Lovers Day
June 21st - Father's Day

Graduations: Brunch buffets and catered events, call for dessert bars skewered with fruit.



Marketing Idea: Chalkboard/Window Moment

BRIGHTEN IT UP with easy SPRING garnishes & pairings

Cheesecake



Chocolate



Citrus



Fruits & Nuts



- Rose-Mint Matcha Latte, Chilled Chai Fizz, Citrus Pilsner

- Espresso Orange Martini, Chocolate Cold Brew Float, Nitro Porter

- Hibiscus Cooler, Ice Matcha with Vanilla Cream, Shandy

- Spiced Pineapple Mule, Sparkling Iced Tea, Toasted Coconut Iced Latte



- Berries, Basil, Citrus Zest

- Floral Accents, Berries

- Lemon Curd, Berry & Herbal Accents

- Honey-Thyme, Whipped Pastel Accents



JULY

July 4th - Independence Day
July 8th - Blueberry Day
July 30th - Cheesecake Day

Independence Day:
A patriotic cheesecake
flight like no other!



Marketing Idea:
Table Tent / Bar Topper



AUGUST

Last day of Summer!
August 10th - S'mores Day

Cookies are great for
dessert platters,
build-your-own stations
or pair with ice cream
for a salty-sweet twist.



SEPTEMBER

Look to Fall / All About Apples
September 7th - Labor Day
September 9th - I Love Food Day

A fresh herbal
contrast, like basil
oil, transforms this
classic into a
signature dish.



COOL IT DOWN with easy SUMMER garnishes & pairings

Cheesecake



Chocolate



Citrus



Fruits & Nuts



- Strawberry Dirty Soda,
Vanilla Cold Brew,
Sparkling Rose Lemonade

- Raspberry Basil Smash,
Nitro Mocha Cold Brew,
Chocolate Mint Tonic

- Cucumber Mint Cooler,
Yuzu Paloma Spritz,
Iced Earl Grey Latte

- Belgian-Style White Ale,
Peach Thyme Iced Tea,
Lemonade Spritz



- Stone & citrus fruits, floral,
fresh compotes

- S'mores, Grilled Fruit

- Grilled Tropical & Stone
Fruits, Toasted Coconut

- Ice Cream, Toasted Nuts
or Fresh Fruit



OCTOBER

Fall Mode / Oktoberfest Fun
October 14th - National Dessert Day
October 31st - Halloween

Showstopping Monster
Mash extreme
milkshake. Perfectly
shareable for those
sweet freaks!



NOVEMBER

Thankful Gatherings
November 10th - Vanilla Cupcake Day
November 26th - Thanksgiving

Pair carrot cake
with caramel drizzle
+ candied pecan for
fall flair.



DECEMBER

Holiday / Entertaining
December 4th - Cookie Day
December 4th-12th - Hanukkah
December 25 - Christmas
December 31st - New Years Eve

Create festive trays
that turn dessert tables
into showstopping
centerpieces



COZY IT UP with easy AUTUMN garnishes & pairings

Cheesecake



Chocolate



Citrus



Fruits & Nuts



- Espresso Martini w/ Bourbon
Foam, Brown Butter Old
Fashioned, Amber Ale

- Barrel-Aged Imperial Stout,
Mexican Hot Chocolate,
Peppermint Mocha

- Earl Grey & Lavender Fizz,
Limoncello Spritz

- Spiced Apple Mule,
Hot Buttered Rum, Brown
Sugar Cold Brew



- Warm Spice, Apple & Fig,
Caramel

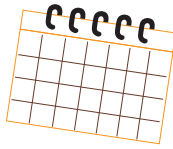
- Maple, Candied Nuts

- Warm Spices / Cardamom,
Honey, Fig

- Maple, Brown Butter,
Spice, Nuts

HOW TO TURN MOMENTS INTO ORDERS

Start with one month.



1. Pick the Moment

Choose the celebration that fits your menu and your guests.

2. Activate the Idea

Use the garnish and pairing suggestions—no new SKUs required.

3. Say It Out Loud

Chalkboard, menu callout, server mention. One is enough.

4. Let Guests Say Yes

Little moments create urgency – and urgency creates orders.

Repeat monthly or jump in whenever it fits.



Turn one CORE dessert into a rotating feature—boosting value, reducing waste, and keeping menus fresh.

Why It Works

- Guests love a reason to indulge
- Foodie holidays create urgency without pressure
- Small changes feel new without risk
- Dessert decisions are emotional—and fast

CREATE YOUR OWN CUSTOM DESSERT PROGRAM



DESIGN SUITE PROGRAM



Upgrade your dessert offerings with premium, ready-to-indulge desserts.

Contact us today to create your custom dessert program, including **FREE** marketing materials



There's no wrong way to introduce little moments with **PREMIUM, GOURMET** desserts from Sweet Street.

Your Sweet Street rep will show you how.

Call: 1-800-SWEET97

Email: ussales@sweetstreet.com



722 Hiesters Lane, Reading, PA • 800.793.3897 • www.sweetstreet.com
©2026, Sweet Street Desserts. All rights reserved.



Release No.1.1