

SWEET STREET
- EST. 1979 -



SPRING 2026

BRIGHTEN IT UP FOR SPRING



Prepare for Spring with flexible, low-lift dessert activations that keep menus feeling fresh, drive incremental traffic, and capitalize on springtime micro-moments—without requiring a menu overhaul.



SEASONAL CELEBRATIONS

April:

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

May:

- May 5: Cinco de Mayo
- May 10: Mother's Day
- May 25: Memorial Day

June:

- Graduations
- June 13: Cupcake Lovers Day
- June 21: Father's Day



MARKETING SUPPORT ELEMENTS:

- Leave Them Obsessed Foundation (Brochure & Deck) 1.0
- Calendar of Cravings (Brochure) 1.1
- Social Content
- Blog feature



#BRIGHTENITUPWITHSWEETSTREET CAMPAIGN

- **Distributor & Industry Focus (Feb/March)**
 - Bi-weekly email, LinkedIn campaign feature
 - LTO ideas
- **Operator Campaign (March-May)**
 - Weekly social media content- videos, pairings and customer highlights
- **Distributor Ad Placements & Lead Generation**



LEARN MORE.

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

EASY SPRING TRANSFORMATIONS:

- **Fresh Berries** = BFF's with all flavor profiles



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TO ORDER, CONTACT YOUR BROKER OR CALL 1-800-793-3897.
FOR MORE INFORMATION, VISIT SWEETSTREET.COM.

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WOMEN'S BUSINESS ENTERPRISE