



PIES, COBBLERS & CRISPS

full line guide



SWEET SELECTION. SWEETER PROFITS.



Fruit desserts such as Pies, Cobblers and Crisps were ranked in the top 10 in the "2014 What's Hot" desserts

EASY AS PIE

Pies, Cobblers and Crisps bring back the nostalgia of homemade classic desserts. Sysco has a broad assortment of pies and cobblers to help you fulfill your dessert needs and maximize your profits. From pre-baked to individually sliced, our variety of formats and flavors will help you save time and costs to ensure you serve a consistently delicious dessert every time.



PICK YOUR FAVORITE

TRADITIONAL FRUIT PIES

The mainstay in any operation, our fruit pies are made with ripe, delicious, high-quality fruit. For guests with menu restrictions, we offer Reduced Fat and No Sugar Added options.



Old Fashioned Cherry Pie



French Silk Pie

CREAM AND MERINGUE PIES

With their timeless appeal, these pies are the ultimate comfort food. Imperial high-profile cream & meringue pies are beautifully decorated and provide a premium twist on these familiar favorites.



Fruits of the Forest Pie

NO SUGAR ADDED PIES

Great taste with reduced fat and sweetened with NutraSweet®, no sugar added pies are ideal for patrons with special dietary needs.



Peach Cobbler

COBBLERS AND CRISPS

Sysco cobblers and crisps are available in a wide range of flavors made with the highest-quality ingredients to ensure a consistent, delicious taste in every serving.

THE POWER OF PRESENTATION

Making a great first impression on your customers is easy with proper plating techniques.

Consider adding some variety to your pie offerings with glazes, sauces or toppings.

TRADITIONAL

- Ice Cream
- Sauces
- Glazes
- Powdered Sugar
- Whipped Cream
- Nuts



INNOVATIVE

- Habanero Whipped Cream
- Dulce de Leche
- Toasted Marshmallows

TRENDING FLAVORS

Bring trending flavors onto the plate to create signature desserts and keep up with the fastest-growing flavors and ingredients:

- Nutella®
- Meringue
- Rhubarb
- Toasted Coconut
- Lemon Cream
- Blueberry
- Coconut Cream



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THE POWER OF PRESENTATION

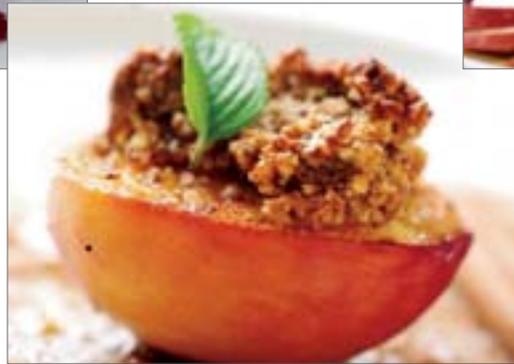
Platescaping and creative serving presentations are simple, yet effective visual methods of making your pies appealing to consumers. Add some flair to your desserts to help you increase perceived value and drive incremental sales.



PECAN PIE



APPLE PIE TOPPED WITH ALMONDS



PEACH CRISP

MIXED FRUIT COBBLER IN MASON JAR

- 1/10th Pieces of assorted fruit cobbler flavors
 - 3 oz. Vanilla ice cream
 - 1 Cookie for garnish
- Layer each cobbler on top of each other
 - Scoop ice cream over cobbler
 - Garnish with cookie

Cost per serving: \$1.80 • Serving price: \$4.95
Profit per serving: \$3.15



PROVEN IDEAS TO BUILD DESSERT SALES

Tempt guests using seasonal dessert menus and impactful table tents to promote your selections. Draw attention to your most profitable desserts using these tools and watch your dessert sales grow.

Consumers prefer to read about dessert options via several different methods:

- 73% separate dessert menu
- 66% on the regular menu
- 64% table tent



Keep the menu fresh

- Operators who update their dessert menu four or more times per year are twice as likely to see their dessert sales rise
- Offer seasonal favorites when planning dessert rotations
- Develop a Limited Time Offer (LTO) calendar

Seeing is believing

- Use eye-catching photos to highlight dessert details
- Describe desserts with enticing adjectives
- Use a "design treatment" at the top of the menu to highlight the most profitable desserts

Patrons spend a mere 45 seconds looking at the menu before deciding what to order.

PROVEN IDEAS TO BUILD DESSERT SALES

Suggestively selling desserts is a sure way to increase dessert sales. Have regular trainings with your staff to be sure they are using enticing words to describe each selection and creative techniques to present them.

65% of consumers say they want the waitstaff to tell them about the dessert menu

Train your staff with tastings so they can recommend desserts based on their own firsthand knowledge



How Sweet It Is:
The average check
can increase by 37%
with the sale of dessert!

60% of consumers prefer to see dessert options on a dessert tray or cart

Create an attractive dessert display to grab their attention and encourage them to order



DESSERTS TO GO

Easy and effective program to generate add-on sales.

Desserts To Go provides turnkey ways to merchandise and capture add-on sales.

Offering whole pies or individual slices to go will increase dessert sales during the holidays and throughout the year.

DESSERTS — To Go —

Variety of packaging options:

- Clamshells for pie slices
- Whole pie containers
- Window pie boxes
- Cardboard boxes

Complimentary branded support:

- Pie boxes
- Table tents
- Nutritional

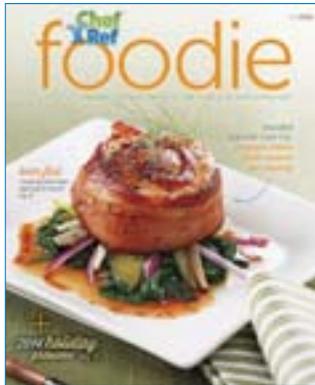


Contact your Sysco marketing associate and **order yours today!**

Suggest a dessert to go. 72% of diners do not order dessert after their meal because they are too full.

OPERATOR SUPPORT

Sysco is committed to providing the tools and support materials operators need in the fast-paced foodservice industry. From digital support and recipes to videos and printed brochures, Sysco is dedicated to your success!



MAGAZINE



VIDEOS



CHEF REF CULINARY SUPPORT



BROCHURES

OUR BRANDS

Pies, cobblers and crisps bring back the nostalgia of homemade classic desserts.

Sysco has a broad assortment of pies and cobblers to help you fulfill your dessert needs and maximize your profits. Leave a lasting impression with your customers by offering memorable desserts that will keep them coming back for more.



Sysco Imperial offers high-quality foodservice pies in a wide variety of flavors. Made with real fruit and premium ingredients, Imperial pies deliver exceptional taste and performance.



Sysco Classic pies deliver real value without sacrificing quality. From traditional fruit pies such as apple or cherry, to seasonal favorites including pumpkin and pecan, Sysco Classic offers a variety of favorites.



Chef Pierre® is the #1 brand of foodservice pies. From the perfect flavor pairings of Luxe Layers® to the pound of fruit in our Hi Pies®, Chef Pierre bakes more than 50 years of tradition into each and every pie.



First founded for the purpose of preserving the nostalgia of those wonderful farm kitchen products so seldom found today, Good Old Days Foods uses great care throughout the production process to maintain the flavor of the past, plus a unique homemade appearance operators and consumers prefer.



for more information, please contact your
Sysco Marketing Associate or visit sysco.com

