DISTRIBUTOR LOGO & CONTACT INFORMATION HERE

NEW SARA LEE® INDIVIDUALLY WRAPPED MINI CHEESECAKES

One-of-a-kind cheesecakes from the #1 retail cheesecake brand[1]

Introducing the ideal dessert and anytime snack

Individual packages provide a versatile, effortless way to serve your customers convenient indulgence they can enjoy anywhere. Reduce labor expenses, minimize food waste and save freezer space with a thaw-and-serve, pre-wrapped mini cheesecake baked to increase profits in a big way.

Effortless Dessert & Snacking
On-Site | Delivery | Takeout

When ordering restaurant delivery or takeout, 46% of consumers want **sealed food packages** and 31% want parts of their order **individually wrapped**.

Datassential Hands Off COVID-19 Report 2020

Sara Lee

[1]Nielsen, Total U.S. xAOC; Latest 52 weeks, W/E 05/23/20

THE COMPLETE DESSERT PACKAGE

Sara Lee® has been dedicated to making high-quality, delicious cheesecake for over 85 years. And as the #1 retail cheesecake brand[1], you can trust your customers will enjoy them too.

- Perfect portions packaged for easy anytime eating
- Single-serve convenience for simple indulgence
- Made with real cream cheese
- No high-fructose corn syrup, no colors from artificial sources and no artificial flavors

PEEL & PLATE™ ADDS VERSATILITY & CONVENIENCE

Easy to serve! Offer in package to go or serve plated. To plate, remove wrapper and pull cup edges away from cheesecake while frozen.

20022 | New York Style IW Mini Cheesecake – Plain
Classic thick and creamy New York style cheesecake made with natural vanilla flavor on a rich and buttery graham crust.

Pack Size: 24 ct. Unit Weight: 3.25 oz. Case Gross Weight: 6.07 lbs.

20023 | New York Style IW Mini Cheesecake – Strawberry
Smooth and creamy New York style cheesecake covered with a sweet blend of strawberry puree and real strawberry pieces on a vanilla shortbread cookie crust.

Pack Size: 24 ct. Unit Weight: 3.48 oz. Case Gross Weight: 6.41 lbs.

20024 | New York Style IW Mini Cheesecake – Salted Caramel Truffle
Smooth and creamy New York style cheesecake made with real cocoa powder and brown sugar, topped with chocolate truffles and a dollop of salted caramel atop a rich chocolate cookie crust.

Pack Size: 24 ct. Unit Weight: 3.45 oz. Case Gross Weight: 6.37 lbs.

On point for on-the-go.

Make dessert a profitable opportunity for takeout and delivery. Convenient individually wrapped cheesecake lets you add a little extra indulgence and capture additional sales.

- 30% of consumers are **most concerned how food is packaged** when ordering from restaurants[2]
- **Meet demand for on-the-go snacks** that satisfy sweet cravings all day

IW Mini Cheesecakes should be kept frozen and thawed in refrigerator for 1-2 hours before serving. Once thawed, refrigerate up to 4 days in original wrapper or covered with plastic wrap.

Satisfy anytime cravings with perfectly portioned indulgence.

SaraLeeFrozenBakery.com/MiniCheesecakes

Sara Lee FROZEN BAKERY

Making life's moments a little sweeter.

[1]Nielsen, Total U.S. xAOC; Latest 52 weeks, W/E 05/23/20
[2]Datassential Hands Off COVID-19 Report 2020

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