

splurge

Chef Pierre®



Sweet Inspiration & Offers | SPRING 2018

special
SPRING
savings
INSIDE

IRISH CREAM

CELEBRATING ST. PAT'S WITH
BAILEYS® IRISH CREAM
DESSERTS

OF THE CROP



SWEET TREATS AT
EASTER

Valentine's Day
DESSERTS THEY'LL LOVE

SPECIAL MOMENTS FOR
MOTHER'S DAY

splurge

Sweet Inspiration & Offers | SPRING 2018

Welcome to the inaugural issue of *splurge*, dedicated to helping you seize the exceptional opportunities facing today's dessert menus. We've gathered the latest insights paired with signature seasonal options for menu inspiration that will help build your business.

Guests are craving LTOs, and seasonal flavors are in demand. Now is the perfect time to capitalize on spring holiday dessert sales! From moist and tender cakes to indulgent cheesecakes and pies, our dessert portfolio offers a wide variety of options that will add indulgent appeal to your menu. What's more, you'll save up to \$500.

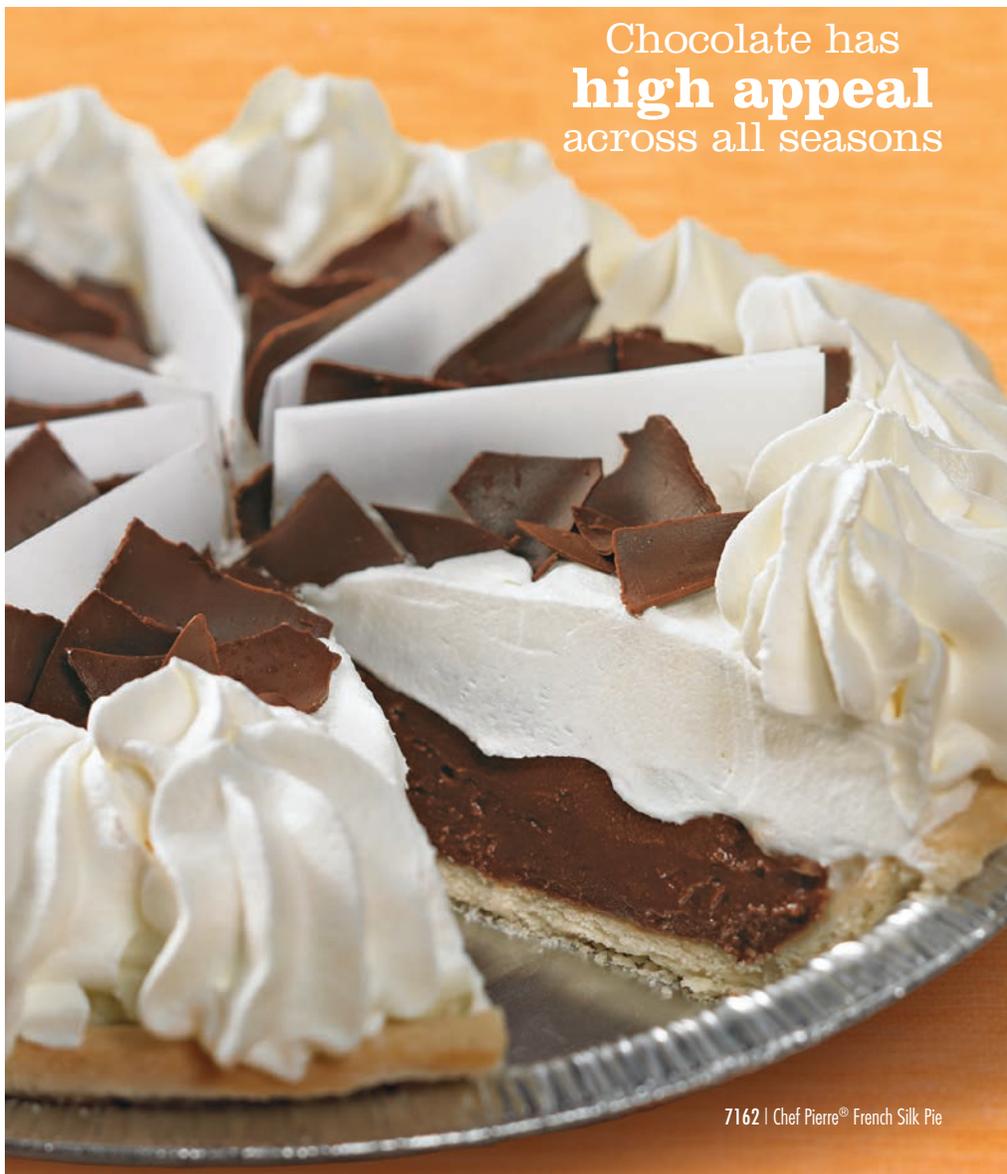
Featuring Sweet Treats For:

VALENTINE'S DAY | ST. PATRICK'S DAY | EASTER | MOTHER'S DAY

Chef Pierre®



Chocolate has
high appeal
across all seasons



7162 | Chef Pierre® French Silk Pie

DESSERTS — To Go —

Whether a curbside, to-go solution, or off-premise option, our Desserts To Go program offers the opportunity to reach more dessert customers. Packaging, merchandising and more are all available this spring.

tysonfoodservice.com/desserts-to-go



63%
of consumers
indulge in dessert
at least once a week.

Technomic 2016



SPREAD THE LOVE ON
Valentine's Day



9384 | Chef Pierre® Luxe Layers®
Red Velvet with Cream Cheese Mousse
and Dark Chocolate Ganache Pie

61%
of Americans
plan to celebrate
Valentine's Day.
2017 Statista Survey



8952 | Bistro Collection®
Hot Fudge Chocolate Cake

Love is in the air around Valentine's Day, and having special selections on the menu lets customers indulge in extra decadence. Serve up pure delight with any of our collection of tastes they'll be sure to love.



8947 | Bistro Collection®
World's Greatest Chocolate Cake

31%
of consumers
are interested in
seasonal dishes.
CPP Datassential Study 2016

Perfect Pairings for Valentine's Day | FEBRUARY 14TH 2018

PRODUCT CODE	PRODUCT NAME	UNITS PER CASE	PIECES PER UNIT	IND. UNIT WT. (OZ.)	GROSS CASE WT. (LBS.)
7180	Chef Pierre Strawberries & Cream Fruit de la Cream™ Pie	4 Pies	1 10" Pie	38	11.14
8078	Santitas Restaurant Reserve® New York Style Plain Cheesecake (16 Pre-Cut Slices)	4 Cakes	1 10" Round	68	21.19
8947	Bistro World's Greatest Chocolate Cake (14 Pre-Cut Slices)	2 Cakes	1 9" Round	94	14.03
8952	Bistro Hot Fudge Chocolate Cake Individual Dessert	1 Tray	24 Cakes	5	9.44
9384	Chef Pierre Luxe Layers® Red Velvet with Cream Cheese Mousse and Dark Chocolate Ganache Pie (10 Pre-Cut Slices)	4 Pies	10 Pre-Cut Slices	41	12.37

Save up to \$500 on all desserts listed February 1, 2018 – May 30, 2018.



8088 | Bistro Collection®
Baileys® Cheesecake



8089 | Bistro Collection®
Baileys® Cake



Everyone is a little Irish around St. Patrick's Day. And what better way to celebrate than some irresistible desserts with signature flavors like mint or Baileys® Irish Cream. When featured as a seasonal LTO, they'll increase incremental sales and guests will thank their lucky stars.

56.1%
of consumers
plan to celebrate
St. Patrick's Day.

NRF St. Patrick's Day Spending Survey, 2016
conducted by Prosper Insights & Analytics



7185 | Chef Pierre®
Chocolate Mint Cream Layer Pie

Alcohol-infused desserts are hot, including **Baileys® Irish Cream.**

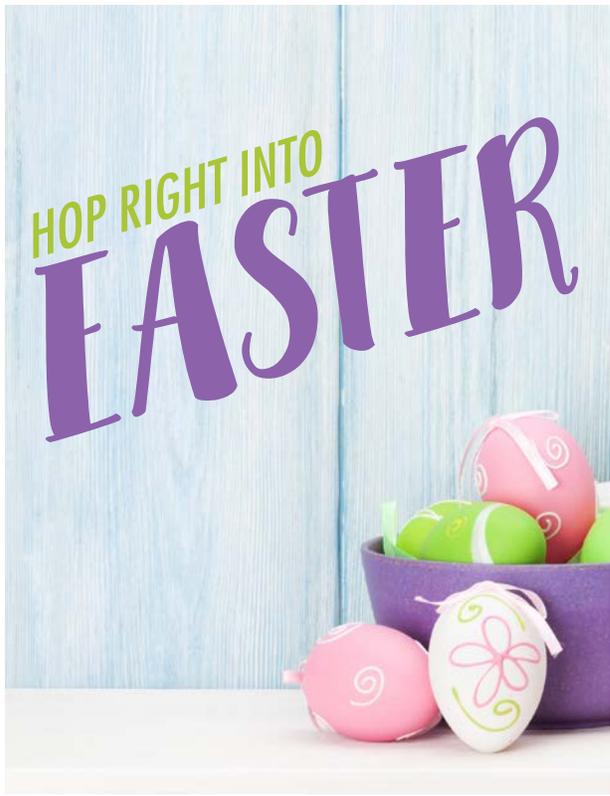
Datassential MenuTrends 2015

Perfect Pairings for St. Patrick's Day | MARCH 17TH 2018

PRODUCT CODE	PRODUCT NAME	UNITS PER CASE	PIECES PER UNIT	IND. UNIT WT. (OZ.)	GROSS CASE WT. (LBS.)
5145	ChefPierre Key Lime Meringue Pie	6 Pies	1 10" Pie	37	16
7185	ChefPierre Chocolate Mint Cream Layer Pie topped with Chocolate Shavings	4 Pies	1 10" Pie	40	11.59
8088	NEW Baileys® Cheesecake (16 Pre-Cut Slices)	2 Cakes	1 10" Round	87	13.40
8089	NEW Baileys® Gourmet Cake (14 Pre-Cut Slices)	2 Cakes	1 9" Round	86	13.19
8796	NEW Baileys® Dark Chocolate Swirl Brownie	4 Quarter Trays	1 Tray	44	12.68

Save up to \$500 on all desserts listed February 1, 2018 – May 30, 2018.

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8746 | Bistro Collection®
Chocolate Truffle Mousse Cake

On Easter:
Nearly half of Americans visit a restaurant for lunch,
44% do for dinner, and almost **20% do both.**
NRA 2017



8797 | Bistro Collection®
Brown Butter Bourbon Bar

Americans plan to spend **over \$55** per person during Easter.
2017 Statista Survey



0889 | Chef Pierre®
Blueberry Lattice Pie

Nearly 1/3 of 18-34 year-olds would order dessert after brunch if offered.
Technomic Dessert Consumer Trend Report 2017

Easter brings out diners nationwide, with many expecting to spend beyond the normal amount. They're also looking for a special experience with their meal, so including dessert or offering unexpected options will keep them happy.

Perfect Pairings for Easter | APRIL 1ST 2018

PRODUCT CODE	PRODUCT NAME	UNITS PER CASE	PIECES PER UNIT	IND. UNIT WT. (OZ.)	GROSS CASE WT. (LBS.)
0889	ChefPierre® Blueberry Lattice Pie (8 Pre-Cut Slices)	6 Pies	8 Pre-Cut Slices	34	15.83
7172	NEW ChefPierre® Coconut Meringue Pie (10 Pre-Cut Slices)	6 Pies	10 Pre-Cut Slices	36	15.59
8246	Swirls Iced Carrot Sheet Cake	4 Cakes	1 12"x16" Tray	96	26.80
8746	ChefPierre® Chocolate Truffle Mousse Cake	2 Cakes	1 9" Round	56	9.63
8797	ChefPierre® Brown Butter Bourbon Bar	4 Quarter Trays	1 Tray	36	10.93
8805	NEW ChefPierre® Brownies & Dessert Bars Favorites Variety Pack 2	4 Quarter Trays	1 Tray	47	13.63

Save up to \$500 on all desserts listed February 1, 2018 – May 30, 2018.



7163 | Chef Pierre®
Traditional Lemon Meringue Pie



SPECIAL MOMENTS
FOR EVERY

MOM

37%
of adults dine out on Mother's Day.

NRA 2017



8018 | Sara Lee®
French Cream Cheesecake

33%
of mothers say what they want most on Mother's Day is a restaurant meal with their family.

2017 Restaurant.org

As people everywhere look to shower mom with love, Mother's Day is a high-traffic occasion for restaurants nationwide. Give the whole family something to love by offering deliciously indulgent desserts that help complete the experience. Whether pie, cheesecake or pound cake, we have options to delight.



7174 | Chef Pierre®
Peach Lattice Pie

Perfect Pairings for Mother's Day | MAY 5TH 2018

PRODUCT CODE	PRODUCT NAME	UNITS PER CASE	PIECES PER UNIT	IND. UNIT WT. (OZ.)	GROSS CASE WT. (LBS.)
7162	Chef Pierre French Silk Pie (8 Pre-Cut Slices)	4 Pies	8 Pre-Cut Slices	40	11.88
7163	Chef Pierre Traditional Lemon Meringue Pie (8 Pre-Cut Slices)	6 Pies	8 Pre-Cut Slices	36	15.5
7174	Chef Pierre Peach Lattice Pie (8 Pre-Cut Slices)	6 Pies	8 Pre-Cut Slices	34	16.39
8018	Sara Lee French Cream Cheesecake (Tray)	4 Trays	1 8"x15" Tray	73	20.96
8298	Sara Lee All Butter Pound Cake	12 Cakes	1 10" Loaf	16	14.94
8806	NEW Chocola Brownies & Dessert Bars Favorites Variety Pack 1	4 Quarter Trays	1 Tray	50	14.69

Save up to \$500 on all desserts listed February 1, 2018 – May 30, 2018.



SPRING DESSERTS PROMO

VALID FEBRUARY 1, 2018 - MAY 30, 2018 | All items listed on this offer can be purchased at any time during this promotional period.

Perfect Pairings to Add Appeal to Your Menu

PRODUCT CODE	PRODUCT NAME	CASES PURCHASED	REBATE PER CASE	TOTAL REBATE
VALENTINE'S DAY				
7180	Chef Pierre® Strawberries & Cream Fruit de la Cream™ Pie		x \$5.00 =	
8078	Sara Lee® Restaurant Reserve® New York Style Plain Cheesecake (16 Pre-Cut Slices)		x \$5.00 =	
8947	Bistro Collection® World's Greatest Chocolate Cake (14 Pre-Cut Slices)		x \$5.00 =	
8952	Bistro Collection® Hot Fudge Chocolate Cake Individual Dessert		x \$5.00 =	
9384	Chef Pierre® Luxe Layers® Red Velvet with Cream Cheese Mousse and Dark Chocolate Ganache Pie (10 Pre-Cut Slices)		x \$5.00 =	
ST. PATRICK'S DAY				
5145	Chef Pierre® Key Lime Meringue Pie		x \$5.00 =	
7185	Chef Pierre® Chocolate Mint Cream Layer Pie topped with Chocolate Shavings		x \$5.00 =	
8088	NEW Bistro Collection® Baileys® Cheesecake (16 Pre-Cut Slices)		x \$5.00 =	
8089	NEW Bistro Collection® Baileys® Gourmet Cake (14 Pre-Cut Slices)		x \$5.00 =	
8796	NEW Bistro Collection® Baileys® Dark Chocolate Swirl Brownie		x \$5.00 =	
EASTER				
0889	Chef Pierre® Blueberry Lattice Pie (8 Pre-Cut Slices)		x \$5.00 =	
7172	NEW Chef Pierre® Coconut Meringue Pie (10 Pre-Cut Slices)		x \$5.00 =	
8246	Sara Lee® Iced Carrot Sheet Cake		x \$5.00 =	
8746	Bistro Collection® Chocolate Truffle Mousse Cake		x \$5.00 =	
8797	Bistro Collection® Brown Butter Bourbon Bar		x \$5.00 =	
8805	NEW Bistro Collection® Brownies & Dessert Bars Favorites Variety Pack 2		x \$5.00 =	
MOTHER'S DAY				
7162	Chef Pierre® French Silk Pie (8 Pre-Cut Slices)		x \$5.00 =	
7163	Chef Pierre® Traditional Lemon Meringue Pie (8 Pre-Cut Slices)		x \$5.00 =	
7174	Chef Pierre® Peach Lattice Pie (8 Pre-Cut Slices)		x \$5.00 =	
8018	Sara Lee® French Cream Cheesecake (Tray)		x \$5.00 =	
8298	Sara Lee® All Butter Pound Cake		x \$5.00 =	
8806	NEW Bistro Collection® Brownies & Dessert Bars Favorites Variety Pack 1		x \$5.00 =	
TOTAL REBATE REQUESTED				

Maximum rebate \$500

TERMS & CONDITIONS:

- Valid only for product codes listed on this offer.
- Promotion period is February 1, 2018 - May 30, 2018.
- All items listed on this offer can be purchased at any time during the promotional period.
- Offer applies only to foodservice operators.
- One coupon/redemption per location or headquarters address. Headquarters may submit for multiple locations and request one combined rebate check; however, reporting must show individual store addresses and purchase information.
- Not valid in conjunction with any other Tyson Foodservice offer for these products. Offer does not apply to Resale, Bid, Contract Business, National Accounts and Franchise affiliated groups. Any other use constitutes fraud.
- Void where prohibited.
- Distributor invoices or tracking reports must accompany rebate form and include Tyson Foodservice item numbers, operator & distributor business name and appropriate purchase dates and postmarked by June 30, 2018.
- Allow 6-8 weeks for fulfillment.
- May be used in conjunction with Tyson Partners Program.
- Limit \$500.

Name of Operation _____

First and Last Name _____ Title _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone _____

E-mail _____ I would like to receive emails from Tyson Foodservice.

Distributor Name _____ Distributor City _____ State _____

TYPE OF OPERATION: (check one)

- Commercial Restaurants*
- Traditional QSR/Fast Food
 - Bars & Taverns n Fast Casual/Quick Casual
 - Traditional Bakeries
 - Midscale/Family Dining
 - Farm Stands
 - Casual Dining
 - Convenience Stores
 - Fine Dining

Average Number of Meals Served Per Day

- Under 100 Meals
- 100-299
- 300-499
- 500-599
- 1,000-1,999
- 2,000-4,999
- 5,000 or more

Non-Commercial/Beyond Restaurant/Onsite Feeding

- Business & Industry
- Casinos/Gambling
- Hospitals
- Corrections
- Traditional Nursing Homes
- Supermarket Deli
- Retirement Communities
- Mass Merchandisers
- Colleges & Universities
- Recreation
- Vending
- Airlines/Travel
- Office Coffee Service (OCS)
- Cruise Lines
- Military
- Stadiums/Arenas
- Lodging

How did you hear about this program?

- Sales Rep
- Distributor Sales Rep
- Tradeshow
- Website
- Email
- Other _____

TO REDEEM:

Redeem online at www.fs promos4u.com/tyson and enter the Quick Access Code: SPRINGDESSERTS2018 or mail completed form to:

Tyson Foodservice
c/o Spring Desserts Promo
PO Box 2048
Brownsdale, MN 55918



Contact your Tyson Foodservice or Distributor Sales Rep for more product information.

chefpierre.com | bistrogourmetbakery.com | tysonfoodservice.com