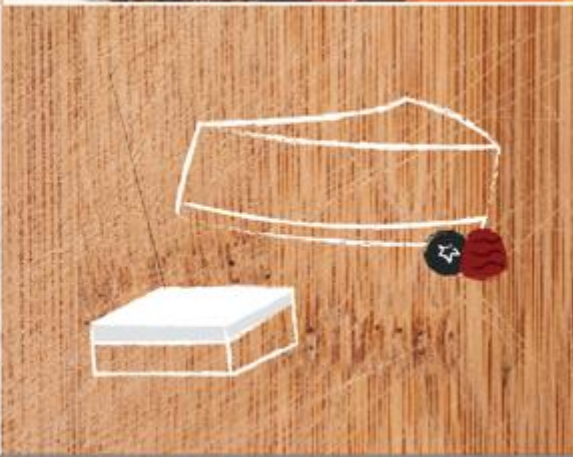




Dianne's[®]
FINE DESSERTS



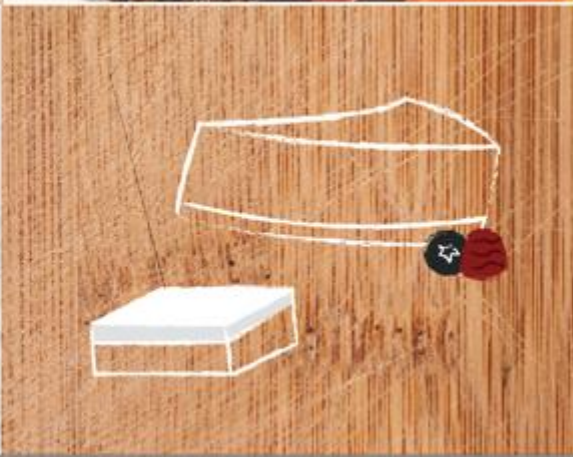

**Favorite
Foods**
Get the independent edge!

NEW Favorite DESSERTS


Sweet Source[™]
— CAKES & CONFECTIONS —



Dianne's®
FINE DESSERTS




Sweet Source™
— CAKES & CONFECTIONS —

**LOCALLY MADE
PREMIUM
DESSERTS!**


AFFINITYGROUP

Did you know

- 99% American Consumers Eat Dessert
- 70% do so at least once a week an increase from 57% just 3 years ago
- 60% of consumers express interest in seasonal desserts specials





Sweet Source 2/24 cut Brownie #7920760





**PEANUT BUTTER HIGH PIE
MADE WITH REAL REECE'S
CUPS
#7692111**

Did you know

- The top three flavors of desserts that consumers want?

1. Chocolate

2. Vanilla

3. SALTED CARAMEL





SALTED CARAMEL CHEESECAKE #7920790





Luscious Lemon Cake #7920820





NY Style cheesecake # 7920800





Tiramisu Tray # 7920830



Dianne's uses premium ingredients across all our desserts!

Real butter, eggs and cream across all products. Barry Callebaut imported Chocolate , Philadelphia Cream Cheese. Premium Nuts, Fruits and Fresh Vegies.

In the SWEET SOURCE Tiramisu our 1st ingredient is Mascarpone cheese! We also use imported lady fingers , real whipped cream and espresso



Magnificent Carrot Cake #7920770





Mondo Chocolate Cake #7920810





Mondo Chocolate Cake #7920810



Dessert Insights



***Operators who update their dessert offerings 4 or more times per year are twice as likely to see their dessert sales rise**

DON'T FORGET TOGO!!

Right Item, Right Price – EMBRACE THE LINE



NYS Cheesecake

Cheesecake

Good

- Served Plain on Plate
- Placed in to-go container with fork

Better

- Served on plate with strawberry, sauce drizzle and whipped topping

Best

- Like Better but with more strawberries and detailed plate design



Dessert Bars & Brownies

Good

- Wrapped in plastic for grab and go
- Placed in to-go container with fork

Better

- In Mason Jar with caramel and whipped topping

Best

- Cut into bars with fruit and whipped topping

Lead with SWEET SOURCE Coupon- \$5 off per case to \$125



ON-TREND DESSERTS CRAFTED
TO BOOST YOUR FALL SALES.

AND UP TO \$200
SAVINGS FOR STARTERS

NEW



Salted Caramel Vanilla Bean Lava Cake



NEW

