

THINK SMALL AND EARN BIG WITH SYSCO
IMPERIAL DESSERT MINIS™.



THE SWEET SALE OF SUCCESS





HAVE A LITTLE DESSERT.

You can cash in on the mini-dessert craze whether you run a full- or limited-service establishment. Great for customers on-the-go or those seated at your tables, Dessert Minis selections are versatile, require little labor and carry a lower price point than traditional desserts.

Full-service restaurants should have servers tempt guests early, before they're full from their entrées. Presenting a sample tray at the beginning of a meal gives customers something to look forward to.

If you operate a limited-service counter, encourage your staff to use suggestive selling techniques at the point-of-sale that resonate with details: "Would you like our warm Apple Crumb Cake Bites with your coffee?" is much more enticing than "Would you like dessert with that?" It's also important to have your mini-desserts on prominent display to create awareness about the products—and maybe tempt a sweet tooth or two.

"Sounds great, but we're just too full." It's a customer comment operators hear frequently upon a dessert offer at the end of a meal. In fact, according to research by NPD CREST, only 11 percent of guest orders include dessert. Yet cheesecake, ice cream, chocolate and fruit desserts are still in favor with customers—so why are these sweet endings so difficult to sell?

More than 82 percent of consumers report being too full for dessert by the end of a meal,¹ and more than 60 percent say they believe restaurant dessert portions are too large.² Meanwhile, foodservice trends suggest that petite portions hold greater appeal for those who would otherwise decline a sweet finish to their meals. In fact, the National Restaurant Association reports that bite-sized desserts are the No. 1 hottest menu item in America—and SYSCO Imperial Dessert Minis deliver! At a fraction of the cost of traditional-sized desserts, these bite-sized indulgences offer higher profit margins while making your patrons more likely to indulge their taste temptations.

FLAVORS TO CRAVE

Dessert Minis are available in five decadent flavors—including new Apple Crumb Cake Bites and Chocolate Crème Truffle Bites—and are ideal for either single servings or creating a sharable platter for the whole table.

- **NEW!** Apple Crumb Cake Bites infuse moist, yellow cake with cinnamon-caramel sauce and pair well with morning or after-dinner coffee.
- **NEW!** Chocolate Crème Truffle Bites are decadent and daring morsels of rich chocolate cake coated with espresso and hiding a creamy vanilla center that's divine with raspberry dipping sauce.
- Double Chocolate Brownie Bites are extra-moist with chocolate bits inside a crisp outer layer—perfect to add oomph to your ice cream!
- New York Style Cheesecake Bites give an old standby new life—especially with fresh, sugared strawberries on top!
- Bananas Foster Cheesecake Bites are a customer favorite with their banana-rum layers, and they dress up any old-fashioned banana split.

Dessert Minis allow you to be creative with desserts while eliminating wasteful half-eaten dishes and high labor and preparation costs. Forget making pennies off of three adults sharing one oversized dessert—once you start offering these small bites of heaven to your customers, you're likely to see incredible profit margins upwards of \$3 per serving!

GET YOUR JUST DESSERTS

Good things *do* come in small packages. If you want your patrons to say "yes" to dessert, contact your SYSCO Marketing Associate today to learn how SYSCO Imperial Dessert Minis can sweeten the deal.



1. "Mini Desserts 2005," NPD Consumer Research Study
2. *Restaurants & Institutions*, March 15, 2007