

Ideal Dessert Menu Configuration¹

Capitalize On Your Patrons' Cravings

Only 11% of restaurant visits result in a dessert purchase.² By capturing additional dessert sales, you can easily build check averages and grow profits. Menuvision can help.

In developing Menuvision, Sara Lee conducted thousands of operator and consumer interviews, restaurant menu reviews and comprehensive studies of dessert sales techniques. This research has identified the desserts your customers want to see on the menu, along with sales and merchandising techniques that really work.

Menuvision research found that in the highest-performing restaurants, baked goods account for about 63% of the dessert items. The desserts featured inside are the baked goods that patrons in your segment say they love the most. You can raise your overall dessert menu appeal – and orders – by featuring this assortment of items on your menu.

Support Tools Include:

- Custom dessert menus
- Waitstaff training tips
- Merchandising ideas and more

To get a starter menu based upon your segment and region of the country, contact your Sara Lee[®] Representative or call 1-800-682-SARA (7272).

¹ Datassential Consumer Dessert Study, June 2010

² NPJ/CREST

The Ideal Selection To Sweeten Your Sales

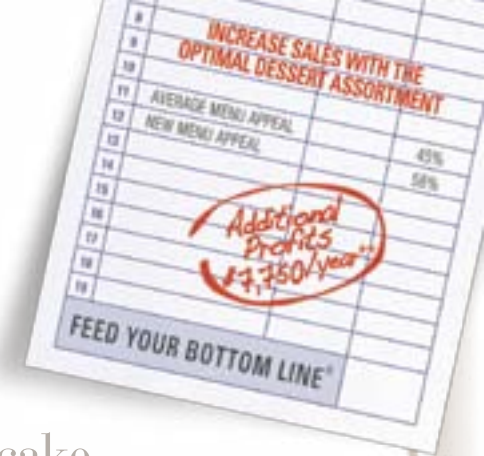


Consumer Research & Insights:
National Midscale Dining



Top 6 Desserts To Increase Orders

Midscale dining establishments show an average menu appeal* of 45%. By featuring the six items below, you can increase your appeal to 58% and build more sales.



Chocolate Chip Cookies

Cookies have the highest menu appeal and can be used in a variety of applications.



Plain Cheesecake

Cheesecake is a must-have for any dessert menu and can be dressed up in a variety of ways.



Chocolate Cake

Cake is a menu staple, and chocolate is the most popular variety.



Apple Pie

The most popular pie variety and a must-have for any dessert menu.



Brownie

Brownies have a high menu appeal and can be served on their own, in sundaes or as part of signature desserts.



Pumpkin Pie

Classic flavors like pumpkin offer instant comfort food for your customers.

Additional "High Appeal" items include:

- Oreo® Brownie
- Carrot Cake
- Pecan Pie
- Tiramisu
- Lemon Meringue Pie
- Strawberry Shortcake
- Crème Brulée
- Traditional Fruit Cheesecake
- Key Lime Pie
- Caramel Brownie
- Red Velvet Cake
- Strawberry Rhubarb Pie

*MENU APPEAL is the percentage of patrons who rate at least one item on the menu with a 9 or 10 appeal (on a 1 to 10 scale), making them more likely to order.

** Based upon current sales of 30 desserts/day at \$3.50 average & 30% food cost