

Seasonal Specialties



Where Good Taste Begins™

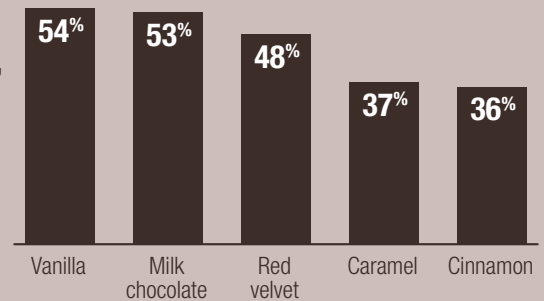
The grocery store bakery case is the perfect place to entice shoppers with new twists on classic favorites. Check out how to attract more customers with limited-time offers and seasonal specials.



CARROT CAKE MUFFIN

When it comes to sweets, the classic flavors win

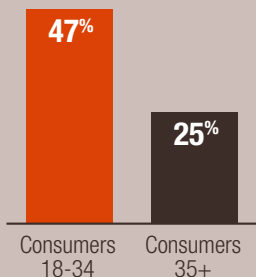
CONSUMERS' FAVORITE CAKE FLAVORS:



37% expect restaurants/foodservice to frequently introduce new flavors

One way to entice shoppers is with seasonal flavors

“MY PREFERENCES TEND TO CHANGE DEPENDING ON THE SEASON”:



65% of consumers say that labeling something as “seasonal” enhances its flavor

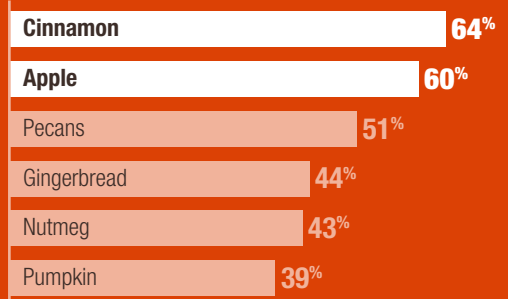


CINNAMON APPLE CAKE DONUT

But 65% of consumers are open to trying new flavors

Try selling desserts and baked goods with seasonal ingredients

“AS A FALL OR WINTER FLAVOR, _____ IS APPEALING OR EXTREMELY APPEALING”:



Sources: Technomic's 2017 Flavor report, Season's Eatings Fall 2018, Season's Eatings Winter 2018