

AUGUST 15, 2018

# AFTERNOON DELIGHTS

It's back to school season, and afternoons are the perfect time for parents – and kids – to celebrate this annual rite. Where morning snacks lean towards a more nutritious profile, snacking in the afternoon heads in an indulgent direction.

- According to **Snack Food & Wholesale Bakery**, the trend toward “permissive indulgence” is very popular. Consumers yearn for portion control or share-able formats that allow for moderate indulgence.
- Lemon has appeal both in the morning and afternoon. It's refreshing, lighter in flavor profile, and offers a crispness that delights, any time of day.
- Pair donut holes with lemon filling for mini shooters that are perfect with either coffee or tea, iced or hot.

**Lawrence Foods** has lemon fillings to perk up the palate, in a convenient EZ Squeeze® pouch for ease of use. Pick a lemon profile and delight your customers!



## DON'T FORGET TO PINK UP!

It's not too early to start planning... October is National Breast Cancer Awareness Month! The dessert and bakery category is very impulse driven, and sales are driven by stimulating the senses, so start with the eyes!

### DecoCrèmes® Buttercrème Icings

This fluffy buttercrème icing delivers on flavor, color and performance. Its light viscosity makes it easy to spread, and delivers increased yield.



### RTU EZ DIPP® Icings

Perfect for dipping or stringing, these flat icings have a soft set with a creamy consistency, bright shine and appealing color!

### Making your dollars matter!

For every pail sold between August 6, 2018 and September 28, 2018, Lawrence Foods will donate \$1 to fund cancer research.

## ORDERING INFORMATION

### EZ Squeeze® Pouches

129809 Classic Lemon  
129936 Gold Lemon  
121175 Lemon Zest

### Eligible for \$1 Donation:

#### DecoCrèmes® Flavored Buttercrème Icings

Packed in 2 gallon pails  
146539 Pink Champagne  
146547 Strawberry

#### DecoCrèmes® Colored Buttercrème Icings

Packed in 2 gallon pails  
144257 SureShade® Pastel Pink  
144472 Vibrant Pink

### Flat Icings

146759 Pink Ice-N-Set® Icing 2 GL PL  
146883 Pink RTU EZ Dipp® 1 GL PL  
146845 Strawberry RTU EZ Dipp® 2 GL PL

## PRODUCT INFORMATION

**Origin:** United States

**Kosher:** OU Pareve

**PLAN YOUR  
FEATURES NOW!**

**OCTOBER:**  
Think Pink!

**NOVEMBER:**  
Breaking Bread

**DECEMBER:**  
Sweeten Seasonal Sales