

APRIL 10, 2019

# Berry Delicious

It's been a very long and bitter winter; we've waited so long for them this year, and strawberries are finally coming into full season now! The first fruit to ripen in spring, kids of all ages relish this sweet, juicy, fragrant harbinger of the season.

- ✓ **BakeMag** reports that individual tarts and desserts are growing because consumers are not giving up sweet treats. Strawberry shortcake fits the bill for its simplicity, flavor layering and nostalgic appeal.
- ✓ **QSR** reports that "by adding seasonal desserts to their menus, operators can increase traffic and revenue."
- ✓ According to **IDDBA**, two- and three-fruit flavor combinations are still hot. Combining two fruits with broad appeal makes them familiar, yet new and different. Strawberry and rhubarb were made for just such a spring pairing.

**Lawrence Foods** has many products to help you celebrate this entire strawberry season!



## MENU IDEA

### STRAWBERRY RHUBARB SHORTCAKE STACKS

Layer biscuits, mini sugar or shortbread cookies with Lawrence Foods Strawberry Rhubarb Filling and crown with whipped topping. This filling is loaded with fruit that has been carefully cooked for unparalleled fruit integrity and flavor. Each bite will burst with flavor!

## BAKERY CASE IDEA

### DRIPPING WITH DRAMA

Use Lawrence Foods Strawberry DecoCrèmes® Icing to create an ombre effect; drizzle with Vanilla Ice-N-Set®. Nothing sings the season quite like strawberries!



## ORDERING INFORMATION

Strawberry Glaze RTU  
147902 12 / 2# sleeves  
147402 2 gal pail  
121447 4/.75 gal pails

Wholesome Strawberry Glaze  
147414 1 gal pail

Wholesome Fillings in 4/.75 gal pails  
121307 Strawberry  
122614 Strawberry Rhubarb

Strawberry Rhubarb Filling  
122611 6/#10 Cans

Strawberry Filling  
129808 12 / 2# sleeves  
121850 2 gal pail  
121302 4/.75 gal pails

Strawberry Orchard Fresh Cobbler® Filling  
121930 10 / 4# pouches

Strawberry DecoCrèmes® Buttercrème Icing  
146547 2 gal pail

## PRODUCT INFORMATION

**Origin:** United States

**Kosher:** OU Pareve

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**JUNE:**  
Donut Desire

**JULY:**  
Pick of the Season

**AUGUST:**  
Crème of the Crop