



**Lawrence Foods**

**New Year  
Predictions**

**December 2025**

# Looking Forward

Lawrence Foods is your partner in vision and ideation. In the new year, there are greatly anticipated trends that can provide interest and revenue to your bakery or operation. Desserts and sweets continue to be comforts that Americans are willing to include in their tight budgets. Our fillings, icings, glazes and specialty bakery products assist operators in maximizing margins while providing quality and variety to guests. Whether capitalizing on a trend or producing premium everyday items, our partners rely on Lawrence Foods year-after-year to deliver updates and ideas for the industry. We are happy to head into the new year looking forward toward new and exciting products.

- Datassential predicts that trifle will grow on menus by +40% over the next 4 years
- Cookies are always a favorite, and today, 65% of foodservice providers are offering premium cookies on their menus. In 2025 alone, the demand for gourmet and freshly baked cookies has risen 50%. And it's likely to grow even more.

**On the Cover:** Trifles are delicious layered desserts perfect for highlighting the premium fillings that Lawrence Foods crafts. Layers of cake, Bavarian Crème, strawberry, blueberry, and raspberry filling, topped with Whip-N-Frost®, make up this colorful and flavorful centerpiece.



## RESTAURANT MENU

### S'mores Cheesecake

S'mores is a all-time favorite and Datassential predicts this American classic to grow +12.6% over the next 4 years. Our Supreme Fudge Icing and Meringue Mix quickly and easily turn this cheesecake into the campfire creation. Our just-add-water and whip meringue can be browned with a torch or baked in an oven for that perfectly toasted taste.



## RETAIL CASE

### Stuffed Cookies!

Cookies can go from simple to sophisticated with our fillings and buttercreams. These classic sugar cookies are filled with Lemon Decocrèmes® Icing and Classic Lemon Filling to become perfectly stuffed treats. Seasonal variations can be made with our wide selection of flavored buttercreams and fillings.

## ORDERING INFORMATION

### Meringue Mix

190152 6/5# Pouches

### Supreme Fudge

144586 2 Gal Pail

### Whip-N-Frost®

161147 #30 Carton

### Lemon Decocrèmes®

146556 2 Gal Pail

### Classic Lemon Filling

129809 12/2# Sleeves

### Black Raspberry EZ Squeeze® Filling

129828 12/#2 Sleeves

### Blueberry EZ Squeeze® Filling

129803 12/2# Sleeve

### Cherry EZ Squeeze® Filling

129804 12/2# Sleeve

## PRODUCT INFORMATION

**Origin:** United States

**Kosher:** OU

## UPCOMING FEATURES!

**January**  
Tropical Tastes

**February**  
Fruity Cheesecakes

**March**  
Coffee Lovers Dream