



Lawrence Foods

Valentine's Vibes

January 2025

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Love in the Air

Lawrence Foods has the colors and flavors for the season of love and romance. Our products create the perfect complement to Valentine's chocolate boxes and sweets in the bakery or retail spaces. Our pre-colored icings are the best way to ensure product consistency and quality across all stores while making production easier on decorators. Sureshades® colors are sure to stay bright and not fade in display cases.

- 53% consumers plan to celebrate Valentine's Day this year, on par with 52% last year. Overall, consumers plan to spend a total of \$25.8 billion to celebrate Valentine's Day.
- 57% of consumers will purchase candy or sweets, including chocolate covered strawberries for a Valentine's Day gift.

On the Cover: Lawrence Foods' colored buttercrèmes and flat icings are the shades of the season. Dipping cutouts in Ice-N-Set® Icing provides the best smooth background for decorated cookies. Cake squares filled with Raspberry EZ Squeeze® Filling and topped with Blue Ribbon Buttercrème Icing are a festive dessert for two to share.



BAKERY CASE

Black Raspberry Petite Fours

Layers of Black Raspberry Free-Flo Jelly™ and almond cake make these petite fours an elegant dessert. Vanilla Ice-N-Set® and Sureshades® Red Decocrèmes® provide the smooth and sweet finish. Simply warm the Ice-N-Set® and dip or coat the perfect squares.

RETAIL DISPLAY

Chocolate "Strawberries"

This strawberry dessert is made with Strawberry Decocrèmes® Icing and Major Brownie Mix. Simply pipe buttercrème in strawberry mold and press in brownie. Freeze to unmold and dip in chocolate. Finish with Sureshades® Green Decocrèmes® Icing.

ORDERING INFORMATION

RTU Black Raspberry Free-Flo™ Jelly Filling

109344 5 Gal Pail

Major Brownie Mix

190102 6/5# pouches

Vanilla Ice-N-Set®

146750 2 Gal Pail

Red Super Ice-N-Set®

146826 12/2# sleeves

Strawberry Decocrèmes® Icing

146547 2 Gal Pail

Sureshades® Green Decocrèmes® Icing

144487 2 Gal Pail

Sureshades® Red Decocrèmes® Icing

144513 2 Gal Pail

Pink Super Ice-N-Set®

146828 12/2# Sleeves

PRODUCT INFORMATION

Origin: United States

Kosher: OU

**UPCOMING
FEATURES!**

February
Paddy's Day Pastries

March
Spring Pies

April
Mousse Desserts