

Create Culinary Masterpieces with Mavalério

Are you the Degas of Donuts? The Caravaggio of Cakes? The Picasso of Pastry? The Khalo of cookies?

Now you can create confectionery works of art – color palettes, textures, shapes and varieties – limited only by your imagination. Sunrise is proud to introduce our newest vendor partner, Mavalério, a global leader in confectionery toppings. With more than 50 years of experience, the Brazil-founded Mavalério is a household name throughout South and Latin America and was recently acquired in the United States by Wilton Brands.



Mavalério crafts 30 standard topping SKUs – from vibrant colored sugars, radiant sprinkles and nonpareils to fun crispies, unique shapes and bright holiday mixes, along with more than 350 special order options – from its US manufacturing facility in Virginia. Initially, Sunrise is focusing on stocking selective standard and seasonal toppers. Availability of special-order colors or shapes will be subject to vendor minimums and customer commitments.



With a focus on quality, Mavalério's products are lower than many confectioners in fat, and baked instead of chilled – which pays off for bakers as their colors deliver less bleed (no tie-died bakes!) and retain their shapes even as inclusions.



"We are thrilled to be working with Sunrise in Southern California," says Dan Coutinho, Mavalério's national sales manager. We know that there are no products as good as ours in this important marketplace and couldn't be happier to work with an organization like Sunrise that knows the bakery segment so well and is laser focused on meeting their ingredient needs."

So, whether you are creating pink Valentine heart cookies beaming with red, white and pink hearts, or enticing frosted donuts with a splash of rainbow nonpareils, Sunrise and Mavalério offer the tools to bring them to life.

Ask your Sunrise sales rep to learn about our selection of beautiful Mavalério toppings.



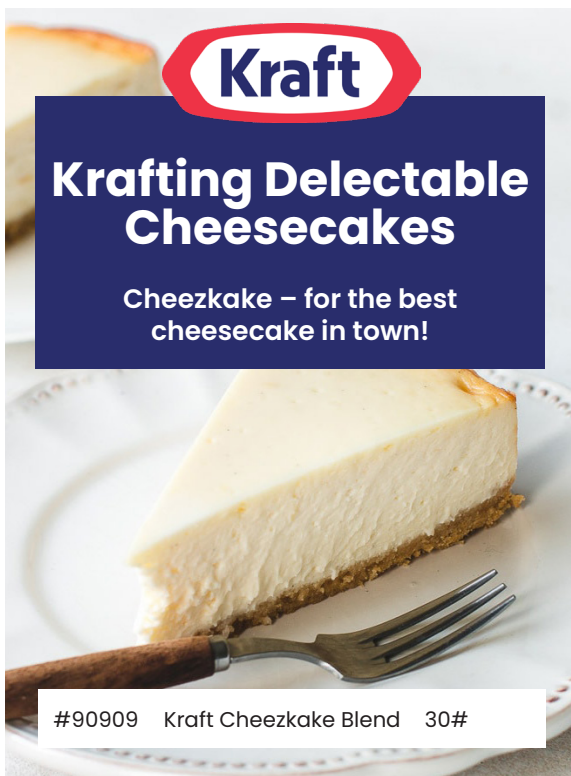
Organic Foods Can Increase YOUR Sales in 2020

Operators around the country begin each new year looking to answer the same question: how can this year be our most successful to date? Every year, there are popular eating trends that change consumer demand and impact the food customers desire. Operators that adapt their menus to accommodate these new tastes position themselves to increase sales.

The burgeoning interest in personal health and wellness has led to tremendous change in consumer eating habits. Consumers are more informed and selective about the products they choose to eat. This has sparked significant growth in the organic food market. According to the 2019 Organic Industry Survey, organic food sales have skyrocketed from \$21.3 billion in 2009 to \$47.9 billion in 2018. This drastic expansion comes from increased consumer demand for fresh and healthy choices. Many individuals want to avoid pesticides and chemicals that are used in non-organic food production, and organic food provides a natural, clean alternative.

In order to take advantage of this movement, operators must have a trusted supplier of high-quality, organic products. Sunrise Food Service is doing more every day to fill that need. We are proud to offer a quality selection of organic products for our valued customers. Our organic product line features the most essential ingredients in crafting delicious baked

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Organic Foods Continued

goods – sugar, eggs, flour and milk. These ingredients will make it simple to offer organic versions of your most popular baked goodies. This will attract the eyes of customers who are committed to the health benefits of organic ingredients yet want to indulge in a tasty treat.

Sunrise Food Service is thrilled to offer the products to help your operation capitalize on the organic food trend that will highlight 2020!

Sunrise Adds Text to Its Communications Arsenal

Sunrise is turning to texting as a way to streamline communications between the company and our valued customers. You asked for an easier alternative to phone center calls and sales rep emails for operational information-sharing. Now when you are on the go and need some quick answers or information, we are only a text away. Our sales and service teams will have the tools they need to respond efficiently. All texts are managed through a centralized monitoring board to make sure customers receive what they need as quickly as possible. We are not currently accepting orders over text, but hope to in the coming months. Our text number is 324.894.7850.



Mavalério
DESDE 1969

Bake in the Colors of the Rainbow

Vivid Rainbow Sprinkles shine on your taste treats

#90408 Rainbow Sprinkles 25#



Not to Be Topped Topping!

Pastry Pride non-dairy topping for quick, simple deliciousness

RICH'S

#90415 Pastry Pride 4/8#

Ventura Foods, LLC

Thick and Delicious

Rich, tangy mayo for perfect salads, sandwiches and dressings



#90472 Extra Heavy Mayonnaise 4/1 Gal

Let Them Eat Cakes

Pillsbury Baker's Plus Yellow Cake Mix:
So moist, customers will order seconds!



#91945 Pillsbury Baker's Plus Yellow Cake Mix 6/4.5#

Holiday Baking Calendar

For many consumers, delicious baked goods define holiday celebrations. Whether it is a rich carrot cake on Mother's Day or Christmas cookies in December, the demand for scrumptious baked goods drastically increases during holidays. Sunrise Food Service encourages operators to plan ahead and make sure they have the materials to craft the best holiday delicacies in town.

The chart below highlights the important dates in the weeks leading up to each holiday this year. Sunrise Food Service will send a notification 6 weeks ahead to remind customers to begin the process of determining the necessary ingredients. The ordering deadline occurs 4 weeks before the holiday, which provides our team with the time to ensure your order arrives on time. Sunrise Food Service is committed to making holiday baking easy and stress-free for our valued customers!

Holiday	Date	Notification (6 Weeks)	Ordering Deadline (4 weeks)
Easter	Sunday, April 12	February 28	March 8
Cinco de Mayo	Tuesday, May 5	March 25	April 8
Mother's Day	Sunday, May 10	March 27	April 10
Independence Day	Saturday, July 4	Special Order	While Supplies Last
Halloween	Saturday, October 31	September 18	October 2
Thanksgiving	Thursday, November 26	October 15	October 29
Christmas Day	Friday, December 25	November 13	November 27
Rosca de Reyes	Wednesday, January 6, 2021	November 25	December 9
Valentine's Day	Sunday, February 14, 2021	December 30	January 14
St. Patrick's Day	Wednesday, March 17, 2021	February 3	February 17



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