

“Present” Your Customers with Sweet Surprises this Holiday Season

The holidays are finally here! After months of surviving a chaotic spring and socially distant summer, the most wonderful time of the year couldn't be here soon enough. This holiday season promises to be different than most, but one thing is guaranteed: baking, baking, and more baking! To make this holiday season sweeter than ever, introduce your customers to new seasonal favorites with Sunrise!

Truly embracing Halloween means lots of black, orange and yellow. Devil's Food Cake serves as the perfect foundation for a dark, yet delicious holiday treat. Adding the other key colors depend on the use of different decorations—frosting, nonpareils, crispies—to turn a standard cake or cupcake into a spooky special. Now is the time to stock up on these key ingredients for tasty October sweets promised to have your customers saying treat, not trick!



Once the calendar flips to November, the pumpkin takes center stage. While always a popular favorite, a traditional pumpkin pie is unlikely to inspire or drive new demand. Delight your customers with an exciting new outlet to enjoy their love of pumpkin; try adding a pumpkin spice cake, pumpkin cream cheese bars, or a pumpkin cobbler. Introducing a creative, pumpkin-rich twist to the customary pumpkin pie offering is guaranteed to “carve” out a spot in the minds of your customers for years to come!



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No matter which holiday you celebrate, December is traditionally reserved for festive flavors that people look forward to the entire year. Embrace the demand for these beloved tastes by finding unique ways to highlight these flavors. Instead of enjoying a glass of eggnog, offer your customers the opportunity to bite into a rich eggnog muffin. Turn a traditional mincemeat pie into a fluffy, mincemeat cake with tremendous rise and body. Inventive tweaks to holiday favorites keep your customers engaged, interested, and on their toes.



Turn Holiday Baking into a True Cake Walk!

General Mills is your answer to introduce decadent cakes that announce the arrival of the holidays! Bake away with a collection of delicious mixes and flavors that will have your customers smiling.

#99950	Pillsbury Crème Cake	50#
#9941	White Cake Mix	50#
#9979	Brownie Mix	50#
#9976	Red Velvet Mix	50#
#99481	Yellow Cake Mix	50#
#99242	Carrot Cake Mix	25#
#9917	Devil's Food Mix	50#
#91120	Chocolate Crème Cake	50#

Call on Sunrise for the baking ingredients you need to introduce new seasonal sweets that will ensure a festive menu and smiling customers this holiday season!



'Tis the Season for Elaborate Decorations!

Want to make this holiday season the best one yet? Embellish your entire lineup of seasonal cakes, cupcakes, cookies and more with new toppers from Sunrise!

These delicious decorations are a simple solution to turn a year-round customer favorite into a festive special guaranteed to please. Sprinkle spooky bats and ghosts or vibrant pumpkins on top of a chocolate cake for a dark, haunted tribute to Halloween. Add festive Christmas trees or red and green nonpareils to a vanilla cupcake for a decadent December delight. And don't forget about the chocolate crispies to bring a slight crunch to every bite. The opportunities are NOT endless for macabre or merry treats your customers will love...get yours today while supplies last!





Just in Time! Your Solution for Creamy Holiday-Themed Treats

Looking for a cost-effective alternative to provide the rich flavor and buttery texture associated with cream cheese? You can count on the tasty Cheezkake Blend from KraftHeinz for sweet treats that will satisfy every customer during the holiday baking blitz. This popular product serves as an effective substitute for traditional baker's cheese or cream cheese and provides the foundation you need to craft holiday-themed cheesecakes, frostings and fillings. Festive pumpkin spice cupcakes, cranberry muffins, and gingerbread bars have never tasted better. Try KraftHeinz Cheezkake Blend to lower your costs while increasing customer satisfaction this holiday season!

Deck the Menu with Boughs of Holly?

Turning an ordinary cupcake or cookie into a festive favorite has never been easier with nonpareils from Mavalério. Ghoulish goodies painted yellow and orange, Christmas cookies splattered with red and green, and so much more are only a phone call away!

#91738	Nonpareils Black	12/14 10#
#91737	Nonpareils Lavender	12/14 10#
#91736	Nonpareils Yellow	12/14 10#
#91735	Nonpareils Orange	12/14 10#
#91734	Nonpareils Pink	12/14 10#
#91733	Nonpareils White	12/14 10#
#91732	Nonpareils Blue	12/14 10#
#91731	Nonpareils Red	12/14 10#
#91730	Nonpareils Green	12/14 10#

Creative Coffee Concoctions Await!

The quality products at Rockview Farms are your ticket to join the Oat Milk latte craze.

#90395 Oat Milk Unsweetened 6-1/2 Gallons

Honor a Hispanic Holiday Favorite

Serve your customers yummy pastries, cakes, and more using authentic bizcocho from Grupo La Florida. The luscious, sponge cake texture promises to delight every customer throughout the holidays!

#91727	Bizcocho Mix	50#
#91025	Bizcocho Euro Bulk Margarine	10Kg

Baker's Corner is Here!

Sunrise Food Service is excited to introduce a new editorial feature as part of our website, Baker's Corner. This running series – written and video content courtesy of our valued vendor partners – highlights key technical baking tips, tasty recipes and innovative strategies that are guaranteed to help you bake the tastiest treats on the market! The feature is brand new and we will be building more and more content over time.

As we turn the “corner” to 2021, be on the lookout for Baker's Corner updates on our website, social media and email blasts.



Get Your Customers Saying “More, Please” by Serving Only the Finest Cheese!

Introduce an authentic taste of Italian culture with every bite from BelGioioso. Tasty tiramisus showcasing rich mascarpone, fresh salads sprinkled with grated parmesan, and everything in between!

#90866	Mascarpone Tubs	4/5#
#91552	Grated Parmesan	4/5#





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