

Regain YOUR Business in 2021 with These Baking Trends

The arrival of a new year brings tangible hope for brighter times ahead. With 2020 in the rearview mirror, bakeries must turn the page and focus on how to turn this year into more than a rebound. Here are several baking trends that will help you reclaim your sales in 2021:

Nothing goes hand in hand quite like baking and special occasions. Holiday celebrations and seasonal promotions offer a natural excuse for your customers to indulge, so be sure to take advantage of this increased demand. Limited time offers (LTO's) serve as another tremendous opportunity to entice customers with new specials. LTO's focusing on specific flavors are a great way to drive traffic into your bakery. These flavors can include exotic innovations like lavender and hibiscus to beloved favorites like chocolate and caramel. Bakeries that capitalize on holidays and limited time offers in 2021 are primed for sugary sweet success.

The growing popularity of pairing a healthy lifestyle with clean eating is expected to continue throughout 2021. As consumers look to enjoy delicious bites that align with their values, sustainable ingredients and transparent labels are the top demand. Now is the time to embrace new recipes that utilize sustainable, organic ingredients and deliver clean energy through essential proteins, fibers, and whole grains. A diverse menu filled with classic favorites and health-conscious items

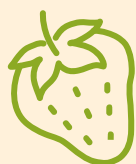
promises to be an important tool in satisfying customers with all eating preferences this year.

Simply keeping up with these trends won't be enough to succeed in 2021...take action by calling Sunrise Food Service! Sunrise is the trusted supplier that delivers all of the baking solutions to incorporate these trendy trends into your menu.

Delighting your customers with new specials, visually stunning sweets, and health-forward innovations is only a phone call away. Contact your sales rep today to see how Sunrise can help make this year your best to date!

The age-old phrase that "A picture tells a thousand words" has never been truer in today's digital world. Images of visually appealing food flood social media on a daily basis, connecting users to new restaurants, bakeries, and cafes every day. Extravagant decorations and vivid colors quickly convert a traditional baked good into a picture-worthy post about your bakery's gorgeous treats. Serving the prettiest sweets in town is your ticket to build brand awareness and reach more customers than ever before in 2021.





Goodbye Sugary Sweet, Hello Fruity Fresh!

Demand for natural foods has never been greater. Consumers are increasingly educated, informed, and specific about what they choose to indulge in. A menu that includes natural, health-conscious options is more likely to resonate with all potential customers. It's time to say goodbye to additive-filled, sugary treats defined by a chemical-ridden flavor profile and use **52 Your Choice Pie and Pastry Fillings** from Sunrise Food Service.

At Sunrise, we understand that quality food starts with quality ingredients. Our fillings utilize fresh fruit and the finest quality IQF from top growers and fruit processors. They include minimal amounts of preservatives and only feature natural flavors or fruit purees. The result is a full line of cleaner label fruit fillings that will have your customers convinced they are biting into a fresh blueberry or ripe apple. Other favorite flavors include strawberry, cherry, pineapple, and more.

These fruity fillings promise to produce delicious baked treats that can be showcased as health-conscious sweets and sold at a premium price. Industry research continues to find that consumers are willing to pay more for the clean ingredients and authentic flavor associated with natural foods. The time is NOW for your operation to capitalize on this prominent trend.

Embrace the call for natural with the fresh ingredients and signature flavors of 52 Your Choice Pie and Pastry Fillings! Contact your Sunrise sales rep for more information about these fantastic fillings.

Fantastic Fruity Fruit Fillings!

Our collection of natural fillings is your ticket for flavorful pies, jellied donuts, and specialty pastries that keep customers coming back again and again in 2021!



#956500	20#	Strawberry Glaze
#915900	40#	AP Apricot
#924400	40#	AP Blueberry
#93702	37#	Fancy Cubed Apple
#947100	40#	AP Pineapple
#955600	40#	AP Strawberry
#952300	40#	AP Raspberry

New Year, Same Classic Cake Mixes for Timeless Treats

Looking for a complete "mix" of cake mixes to start the year off sweet? Our lineup of Pillsbury Cake Mixes from General Mills provides a "mix" of solutions for decadent cakes throughout 2021.

#91120	Chocolate Crème Cake Mix
#99950	Crème Cake Mix
#9941	White Cake Mix
#9917	Devil's Food Cake Mix



GENERAL MILLS
Convenience
& Foodservice

Bakers' Plus®
White Cake Mix
NET WT. 50 LB (22.68 kg)



2021 Holiday Baking Calendar – Print AND Digital!

The flurry of demand for frosted cookies, flakey croissants, and fluffy muffins is a festive trademark of every holiday. Sunrise has put together a detailed holiday baking calendar (see page 4) to help you properly prepare. This calendar is fully equipped with ordering deadlines (4 weeks ahead) and notification dates (6 weeks ahead).

But wait, there's more! Visit our website (<https://sunrisefoodservice.com/holiday-baking-calendar>) to experience the digital version of this calendar, which showcases featured products, hot sheets, and recipes within the Ordering Deadline for each holiday.

Whether print or digital, the holiday baking calendar from Sunrise is your guide for organized, on-time, and ornate baking in 2021!



Making Baking Organic

The demand for all-natural foods is at an all-time high. Consumers are increasingly interested in clean ingredients that fuel a healthy lifestyle, and organic is at the forefront of the movement.

Sales of organic products in the United States have increased every year since 2005 according to Statista, eclipsing \$50 billion in 2019. The pandemic only accelerated this growth in 2020, as organic sales skyrocketed 25% in the 17-week period ending June 27th (Nielsen). This popularity comes from a collection of benefits associated with organic foods: they are healthier, better for the environment, and GMO free.

Looking to bring the organic craze to your bakery? Call on Sunrise to introduce organic baked goods to your menu in 2021! Stock your shelves with our high-quality organic flour, eggs, and sugar that feature all-natural, clean ingredient labels. Treat your customers to pesticide and additive free glee with organic baking solutions from Sunrise!



Pastries Galore with Mind-Blowing Margarine

Baking the perfect pastry has never been easier with margarine from Grupo La Florida. Savory, sweet, and everything in between...delicate danishes and blissful biscuits are only a phone call away.

#930064	10/2.2#	Puff Pastry Margarine
#930065	10/2.2#	Danish Margarine
#930066	10/2.2#	Biscuit Margarine

Nothing's Wrong with Being A Bit Cheesy

For those in need of award-winning cheese, count on BeGioioso to satisfy every customer with ease! Add a salty punch to any salad or rich flavor to a classic cheesecake with the premium products from BeGioioso.



#91552	4/5#	Grated Parm
#91553	4/5#	Shaved Parm
#90886	4/5#	Mascarpone

Celebrate Every Bite with Delicious Doughy Delights

The opportunities for savory specials are endless this winter with the quality products from Atalanta! Swiss cheese featuring nutty flavor and smooth texture, premium butter with high butterfat to guarantee a tender dough and flakey finish...ham and swiss croissant, anyone?

#99286	4/6.5#	Ammerlander Swiss Loaf
#91967	10/2.2#	Isigny Sainte-Mère Butter, Unsalted Sheets



atalanta
TO BE A PART OF EVERY food experience



Sunrise Food Service 2021 Holiday Baking Calendar

Holiday	Date	Notification (6 Weeks)	Ordering Deadline (4 weeks)
Valentine's Day	Sunday, February 14th	January 1st	January 15th
St. Patrick's Day	Wednesday, March 17th	February 3rd	February 17th
Easter	Sunday, April 4th	February 22nd	March 8th
Cinco de Mayo	Wednesday, May 5th	March 24th	April 7th
Mother's Day	Sunday, May 9th	March 26th	April 9th
National Doughnut Day	Friday, June 4th	April 23rd	May 7th
Father's Day	Sunday, June 20th	May 7th	May 21st
Independence Day	Sunday, July 4th	May 21st	June 4th
National Baking Day	Friday, September 17th	August 6th	August 20th
National Dessert Day	Thursday, October 14th	September 2nd	September 16th
Halloween	Sunday, October 31st	September 17th	October 1st
All Saints' Day	Monday, November 1st	September 17th	October 1st
Thanksgiving	Thursday, November 25th	October 14th	October 28th
National Cake Day	Friday, November 26th	October 15th	October 29th
National Cookie Day	Saturday, December 4th	October 22nd	November 5th
Christmas Day	Saturday, December 25th	November 12th	November 24th
New Year's Eve	Friday, December 31st	November 19th	December 3rd
Rosca de Reyes	Thursday, January 6th (2022)	July 31st*	September 3rd*

*Extra Lead Time Needed for Custom Orders



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