

SWEET STREET^{EST. 1979}

VIP Products – Value Image Packaging

WHY RETAILERS LOVE OUR PRODUCTS:

- Wholesome, clean ingredient sourcing
- Contactless, sealed and safe packaging
- Retail ready with product info, upc
- Reduced labor



WHY YOUR CUSTOMERS LOVE OUR DESSERTS:

- Purposeful, better-for-you ingredients
- On-trend flavors and formats
- Indulgent, at home offering



Consumers are **81% more likely to buy**
a dessert that is made with “real” ingredients,
and 47% are willing to pay more for it.

Datassential, food with a story

GREAT FOR AT-HOME ENTERTAINING, BECAUSE THERE IS
ALWAYS SOMETHING TO CELEBRATE.



PURE
CREAMERY
BUTTER

100%
NON GMO
PURE CANE
SUGAR

CODE	VIP PRODUCTS	UNITS PER CASE	PORTIONS PER UNIT	PORTIONS PER CASE	UNIT WEIGHT	SHELF LIFE F - FROZEN, R - REFRIGERATED, A - AMBIENT
BARS						
1496	Toffee Crunch Blondie – VIP	8	8 rect.	64	1 lb 10 oz	f - 18 months, r - 5 days, a - 3 days covered
1838	Luscious Lemon Squares® – VIP	4	unsliced	N/A	2 lbs 14 oz	f - 18 months, r - 7 days covered, a - not recommended
PIES						
0065	Caramel Apple Granny® – VIP	4	14	56	4 lbs 12 oz	f - 18 months, r - 7 days covered, a - 4 hours
CHEESECAKES						
1601	Crème Brûlée Cheese – VIP	2	14	28	5 lbs	f - 18 months, r - 7 days covered, a - not recommended
BUNDTTS						
1843	Molten Chocolate Cake – VIP	4	9	36	5 oz	f - 18 months, r - 5 days covered, a - 3 days covered
INDIVIDUALS						
1841	Individual Classic Coffee Cake – VIP	8	6	48	4 oz	f - 18 months, r - 7 days covered, a - 3 days covered
EUROPEAN INDIVIDUALS						
4030	Grand Cru Petit Fours – VIP	2	60	120	1 lb 14 oz	f - 18 months, r - 1 day, a - 4 hours, remove shrink wrap
4060	Macarons – VIP	4	36	144	12.69 oz	f - 18 months, r - 3 days covered, a - 2 days

