

SWEET STREET
-EST. 1979-

SUMMER 2026

Summer is a season of moments—make each one count. Turn your core dessert into shareable, seasonal features that capture micro-moments, spark cravings, and drive sales—no menu overhaul required.



SEASONAL CELEBRATIONS

July:

- July 4: Independence Day
- July 8: Blueberry Day
- July 30: Cheesecake Day

August:

- August 10: S'mores Day

September:

- September 7: Labor Day
- September 9: I Love Food Day



MARKETING SUPPORT ELEMENTS:

- **Leave Them Obsessed Foundation** (Brochure & Deck) 1.0
- **Calendar of Cravings** (Brochure) 1.1
- **Shareables** (Brochure) 1.2
- **Social Content**
- **Blog feature**



#SUMMERSMILES CAMPAIGN

- **Distributor & Industry Focus (May-June)**
 - Bi-weekly email, LinkedIn campaign feature
 - LTO ideas
- **Operator Campaign (May-July)**
 - Weekly social media content- videos, pairings and customer highlights
- **Distributor Ad Placements & Lead Generation**

PERFECT FOR WHAT'S WORTH CELEBRATING:

- Red, White, Blue and Ready-to-Serve
- All year: Americas 250th
- World Cup- June/July
- Summer Holidays & BBQ's



LEARN MORE.

Turn one CORE dessert into a rotating feature—boosting value, reducing waste, and keeping menus fresh.

EASY SUMMER TRANSFORMATIONS:



TO ORDER, CONTACT YOUR BROKER OR CALL 1-800-793-3897. FOR MORE INFORMATION, VISIT SWEETSTREET.COM.

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www.sweetstreet.com
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