

PIES & TARTS



APPLE & CINNAMON DOUBLE CRUST PIES

Mini pies baked in a rich pastry, bursting with delicious pieces of green Bramley apple and flavored with a hint of cinnamon.

NEW!



CHERRY DOUBLE CRUST PIES

Rich pastry crusts surrounding a deliciously tart cherry filling, loaded with cherry pieces.



CHERRY & ALMOND BAKEWELL PIES

Layered Bakewell pies are a traditional British favorite. These mini pies are made with layers of real fruit purée, almond flavored sponge and icing, topped with a cherry.

ITEM	PRODUCT DESCRIPTION	RETAIL PACK UPC	CASE GTIN	PIECE COUNT	PACKAGE WEIGHT	SELLABLE UNITS PER CASE	CASES PER PALLET	TI X HI	SHELF LIFE
1016441	Chocolate IW Cake Slices	756781002473	10756781002463	6 ct.	5.8 oz.	12	85	17 x 5	30 Days
1016442	Lemon IW Cake Slices	756781003159	10756781003149	6 ct.	5.8 oz.	12	85	17 x 5	30 Days
1017457	Strawberry & Creme IW Cake Slices	756781003111	10756781003118	6 ct.	5.8 oz.	12	85	17 x 5	30 Days
1016443	Salted Caramel IW Cake Slices	756781003173	10756781003163	6 ct.	5.8 oz.	12	85	17 x 5	30 Days
1019060	Pumpkin Spice IW Cake Slices	756781003494	10756781003491	6 ct.	5.8 oz.	12	85	17 x 5	30 Days
1017834	Apple & Cinnamon Double Crust Pies	756781003265	10756781003262	6 ct.	11.1 oz.	8	75	15 x 5	35 Days
1018651	Mini Cherry Pies	756781003319	10756781003316	6 ct.	11.1 oz.	8	75	15 x 5	35 Days
1017833	Cherry & Almond Bakeell Pies	756781003258	10756781003255	6 ct.	8.9 oz.	10	85	17 x 5	35 Days



Stay tuned - our bakers are creating new treats to celebrate the little and everyday things with an eye towards the smallest details that make a big difference.

[www.premierfoods.co.uk](http://www.premierfoods.co.uk) [www.mrkipling.us](http://www.mrkipling.us)



MAKING EVERYDAY  
DELICIOUS

## EXCEEDINGLY GOOD CAKES

Mr Kipling, the #1 cake brand in the UK, Ireland and Australia, is finally bringing their beloved favorites to the USA.

For over 50 years, Mr Kipling has been creating small moments of joy with their Exceedingly Good cakes and pies.

Our cake slices are individually wrapped, perfect for portion control or to enjoy a moment on-the-go. Our pies are on trend with consumers looking for smaller portion sizes and the ability to immediately satisfy their sweet tooth.

UK's #1 Cake Brand - Bought by 29 million households in the UK and delivers over £200M in annual retail sales.

Now in the US and growing, with range of Slices, Pies (*new*), and Pumpkin Spice (*seasonal*).

30% of ISB shoppers are looking for international sweet treat experiences!

85% of Mr Kipling sales are proven to be incremental.

- Premium, high quality cake slices
- Unique packaging for medium ambient shelf life (30 days)
- Low labor - thaw & sell solution
- Kosher variants available
- Portion control
- Brings high frequency snacking behavior into in-store bakery
- Proven incrementality
- Brand investment and marketing support
- Recyclable packaging (*tray and sleeve only*)

## EVERYDAY ITEMS



### CHOCOLATE INDIVIDUAL CAKE SLICES

Chocolate flavored sponge with a chocolate flavor filling, topped with a decorated chocolate flavored icing.



### LEMON INDIVIDUAL CAKE SLICES

Layers of soft lemon flavored sponge with a lemon flavor filling, topped with decorated lemon flavored icing.



### STRAWBERRY & CREME INDIVIDUAL CAKE SLICES

Moist layers of strawberry flavor sponge cake with creme flavor filling, topped with pink icing.



### SALTED CARAMEL INDIVIDUAL CAKE SLICES

Layers of caramel flavor sponge sandwiching a caramel flavor filling, topped with decorated salted caramel fondant icing.

## NEW - FALL ITEMS



### PUMPKIN SPICE INDIVIDUAL CAKE SLICES

Moist layers of pumpkin spice flavored sponge cake with a pumpkin flavored filling, topped with orange icing.