



## Dessert and Coffee Pairing

Patrons are looking for sophisticated, new dining experiences, and operators are always looking for ways to increase the sales of high-margin items. The new Coffee & Dessert Pairing Program from Sara Lee delivers on both counts.

Wine and food pairings have been an important part of the foodservice culture for years. Using this concept as a model, Sara Lee coffee and culinary experts have been researching coffee and dessert pairings to determine if this principle could be applied to the dessert experience as well. Comparing key coffee attributes like roast, body and acidity level and dessert attributes like richness and flavor complexity has uncovered certain combinations that do provide a better taste profile. These pairings have been reviewed by chefs at the Culinary Institute of America for validity and accuracy.

We have incorporated these findings into a Coffee and Dessert Pairing Slide Rule. This tool is an easy way to demonstrate and explain the pairing idea. For example, using the slide rule, you can quickly see that New York Style Cheesecake matches up best with a dark-roasted, full-bodied Sumatra Coffee with a medium-high acidity level that serve to "cut through" the dense creaminess of the cheesecake.





To help our operators determine which pairing is best for their restaurant or dining facility, we have also developed an operator worksheet. The worksheet is a quick, easy way to match the correct dessert to the operator's coffee or the correct coffee with their top-selling desserts. It also provides you with the opportunity to present additional coffees or desserts based upon proven taste pairings.

that pairings could increase sales of an item, 69% would consider adding an additional coffee or dessert to feature a pairing, and 62% think they should be able to charge more for a dessert/coffee combination. As a market leader in both coffee and desserts, Sara Lee is uniquely prepared to bring this concept to the foodservice community.

Research shows that the idea of Coffee and Dessert pairings generates strong operator interest. In fact, 81% of operators surveyed think

This newsletter includes coupons for our new pre-sliced pies and the coffee pairing that would go perfectly with each of the new pie selections. The slide rule and worksheet are available through your Sara Lee partner.

©2008 Sara Lee Corporation



SKU#	NAME	COFFEE PAIRING

