How Seasonal Menus Boost Sales
When was the last time you changed up your dessert menu?

51% of fast-casual patrons indicated that they’d be more likely to purchase items described as “seasonal.”

Adjusting offerings for the season can be a great driver of business, providing new opportunities to bring in diners with special seasonal items. According to Technomic, seasonal flavors can even strengthen consumers’ perception of offering fresh, higher-quality foods.

Simply the use of the term “seasonal” resonates with diners as 51% of fast-casual patrons indicated that they’d be more likely to purchase items described as “seasonal” according to Technomic’s Future of LSR: Fast-Foods & Fast-Casual Restaurants report.

Operators who update their dessert menu four times or more per year are twice as likely to see dessert sales rise according to Restaurant Business. With that in mind, we’ve embraced warm fall flavors with our Autumn Spice Layer Cake and Milk Chocolate Hazelnut Crunch Cake, exactly what diners crave as the days grow cooler and holidays, like Thanksgiving, approach. Satisfy your customer’s need for seasonal items with our winter cakes like the Seriously Chocolate Ganache Layer Cake and Cranberry Crème Brulée Bliss Cake. To learn more about these delicious seasonal cakes, CLICK HERE.

These types of seasonal menu items can help you drive sales by promoting them as LTO’s, boosting interest in the menu with a “get it before it’s too late” message to maintain buzz surrounding the offerings.
Make the Most of Summer
with Fruits that Bring a Taste of the Exotic

Make way for coconuts, mangos and citrus fruits as consumers demand healthier foods, simple ingredients and culinary adventure.

Consumers are increasingly open to try new and adventurous flavors from around the globe and are looking for these flavors on menus. Menu Trends from Datassential report that exotic fruits from all corners of the world are being featured on dessert menus. Notable out of the box exotic fruits include Kumquat, Quince, Guava, Star Fruit, Blood Orange and Jackfruit. Here are some of the other warming fruit flavors to keep in mind:

**Coco for Coconuts:** Coconut is not only quintessentially associated with the tropics but has grown in popularity immensely over the past decade because of its health benefits as a source for natural hydration and electrolyte replenishment according to Eating Well. The continued rise in popularity of coconut and the industry’s ability to create more mainstream appeal by infusing it with flavors like chocolate, mango, and other tropical blends has given it a boost across many food and beverage categories.

The Original Cakerie has incorporated the flavor of coconut into several offerings. Diners will love our **Wildberry Macaroon Bar** featuring a sun-drenched purée of raspberries, black currants, strawberries and blueberries on a wholesome, chewy oatmeal crust and topped with golden, toasted coconut!

**Mango Mania:** Moving mainstream, mango is making its way into sweet and savory dishes alike. Mangos were the sixth fastest-growing fruit on menus in 2013 and have grown ever since, thanks to consumers trending toward healthy dining, as well a desire to try tropical and global flavors, according to a report from Datassential. Embrace mango madness with The Original Cakerie’s **Mango Mousse Cake** featuring three exquisite layers of moist vanilla sponge cake nestled in a luscious tropical mango mousse infused with the essence of passion fruit and topped with a vibrant glaze of mango nectar and fresh mangos.

**Citrus:** According to Full-Service Restaurant Magazine, the category of fruits that includes grapefruit, orange, and lemon was poised for a big year. Citrus fruits scream “tropical” and are valuable during the winter months when other fruits are out of season. Try suggesting our **Orange Citrus Cake**, to your diners, bursting with radiant citrus flavours covered with a smooth cream cheese.
TOC’s Guide to
Plating & Profitability

Diners want to experience a real treat without over doing it. This means that they can have their cake and eat it to – as a snack, after a meal, and everyday of the week.

Once reserved for wine tastings, food flights - a series of three to five small portions - have taken a distinctly sweeter turn. Dessert flights and samplers are stepping up to fill consumer demand. Technomic finds that 42 per cent of consumers say dessert flights are appealing to them. This follows Google’s Food Trends, which report that we’re being smarter about our indulgences. Your customers want to experience a real treat without over doing it. This means that they can have their cake and eat it too – as a snack, after a meal, and everyday of the week.

Sweeten up your menu with the help from The Original Cakerie using some of our profitable and creative dessert ideas, like the Apple Bourbon Trifle using our Un-Iced White Sponge Cake. This and other innovative recipes can be found by clicking HERE. All of our other sheet cakes can be cut as needed to fit your desired food cost and dessert size for controlled profitability. Use the handy cutting guides on The Original Cakerie’s packaging for consistent, even portions.

Get your customers to try it out with our Vanilla Bean Trifle with Fresh Fruit - perfect for National Raspberry Cake day coming up on July 31st, and offers 237 percent profit per portion.

Miniature desserts continue to be a hit on menus across all segments as 57 percent of consumers are interested in ordering these bite-sized treats, according to MenuTrends, giving them the ability to taste a few different desserts rather than just sticking to one.
Get ready for Oktoberfest and our Chocolate Stout Cake.

Oktoberfest and our Chocolate Stout Cake

Get your lederhosen and dirndl ready. Oktoberfest may have started in Germany, but its celebrations and food inspirations have spread around the world. Despite the name, Oktoberfest actually starts in September, and restaurants are getting in the Bavarian spirit for the world's most famous beer festival.

Last year at the Munich festival, visitors drank a whopping 7.5 million litres of brews, with the average price of a litre of beer at $12, compared with roughly $8.50 just ten years before.

Beer drinking is almost always accompanied by eating. In fact, at Oktoberfest in 1989, people were so hungry that the most roast chicken (called “Brathendl”) and sausage (“Schweinwürstl”) were ever sold: 775,674 and 360,734, respectively. Oktoberfest food is moving past the traditional pretzels and sausages though, Technomic's 2016 trends report notes that there is mounting consumer interest in new brauhaus-inspired restaurants featuring social communal dining and a mix of classic.

Drive sales for this year's Oktoberfest celebration by incorporating our Chocolate Stout Cake filled with fudgy ganache accented with hints of malt and coffee sandwiched between four flavorful layers of dark chocolate stout sponge cake. This cake is perfect for a dessert and beer pairing, with its notes of stout, becoming a natural upsell adding to overall sales.