

Delicious Dessert Jars

Visually stunning

Easy to eat on-the-go

Perfect for shelf display

Screw top lid and safely sealed



Mademoiselle
DESSERTS
• IN LOVE WITH CAKES & DESSERTS •

In partnership with

brakes
a Sysco company

TAKEAWAY & DELIVERY: The new normal

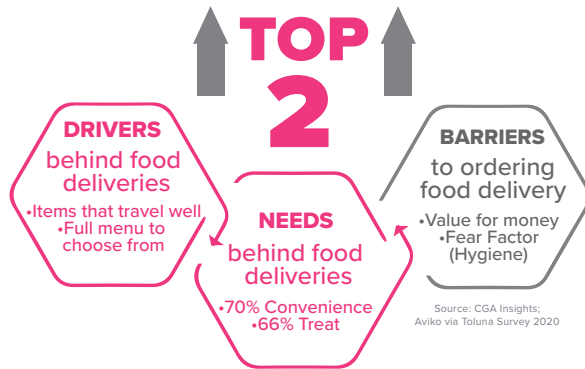


TAKEAWAY & DELIVERY DYNAMIC:

HUGE growth due to current market changes.

- £7bn value forecasted in Dec 2020, up 42%
- 16% share of the foodservice market in 2020 (vs 9% pre covid)

Source: NPD Group 2020



TAKEAWAY & DELIVERY PROFILE

MALE
47%

FEMALE
53%

YOUNGER DEMOGRAPHIC

with 60% of consumers aged under 35 (22% being 18-24)

Source: Lumina Intelligence 2020



Here to stay

>80%

OF CONSUMERS

WILL CONTINUE TO USE FOOD DELIVERY AND TAKEAWAY IN THE NEW NORMAL

CGA Insights 2020

Dessert Delivery

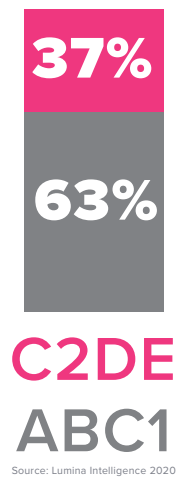
36% INCREASE

Since lock-down

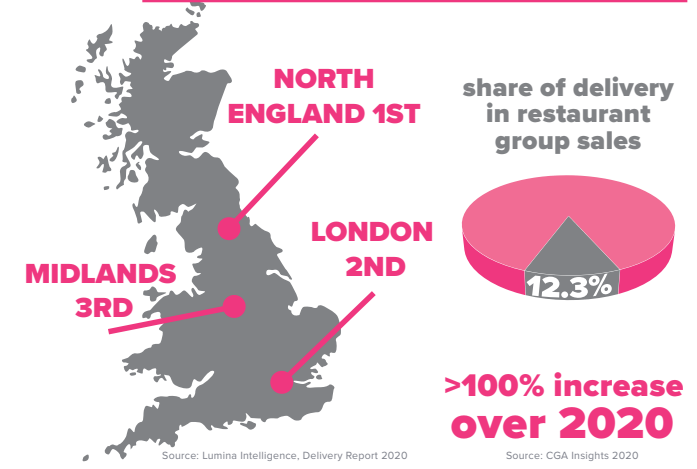
Just Eat has recorded a 36% increase in dessert sales during the first lockdown

Source: Just Eat 2020

TAKEAWAY AND DELIVERY CONSUMER DEMOGRAPHIC:



REGIONS DRIVING TAKEAWAY & DELIVERY



Delicious Dessert Jars

These delicious dessert jars look incredible and taste even better. Made easy to handle and display, they are perfect for QSR and takeaway. Available in a clear jar, the packaging enhances the visibility of the different ingredients and adds appeal and sophistication to a chilled display. The product is safely sealed with an aluminum screw top.

A Broad Range to Chose From:

- Lemon Curd Panna Cotta
- Yuzu Lime & Pistachio Crunch
- Honeycomb Cheesecake
- White Chocolate & Raspberry Blizzard
- Choco Orange Pot



Why?



- Striking Visuals
- Rich Flavours
- Market opportunity

When?



- On-the-go & Delivery
- Lunch meals
- Afternoon snack

Who?



- Dessert lovers
- Instagrammers
- Convenience seekers



Where to serve?

TAKEAWAY, DELIVERY & FTG

- Adds diversity to sweet range with a product category that is much loved but still under-represented in this sector.
- Menu classics to be enjoyed at home.
- Developed for convenience, easy serving and take-away & delivery.
- Format allows for enhanced protection/safety, ease of transport and a premium visual impact.



How to serve?

- Lunch meal deals
- Delivered meal boxes
- An on-to-go sweet treat

Why this product?



“Sweet Items that don’t look attractive”, “Lack of Choice” and “Nothing new or interesting” are the 3 main sweet bakery purchase detractors for Coffee Shop consumers (*Mademoiselle Desserts and Mindmover, 2019*)



2/3 of dessert lovers have visited coffee shops recently, overindexing 11pp vs average consumers. This allows opportunities for Coffee shops to introduce more dessert items. (*Callebaut & CGA, 2020*)



£3.66 is the average potted dessert price observed in QSR (*Menu Tracker, MDUK*)