



# Hospitality

## Sector Solution

D E S S E R T S

## FOREWORD

We have created this handy guide to help you choose the right desserts for your business, simplifying menu creation by highlighting our fabulous range.

Our guide is split by flavour profile and tier to save you time & ensure you create a well balanced, crowd-pleasing menu.

It contains classic desserts that you'd expect to find on any pub / restaurant dessert menu, as well as award-winning & exciting trend-led innovation.

We also focus on core staples & include ways to dress them in order to create a point of difference within your range.

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The best balanced dessert menus incorporate  
**6 key flavour profiles:**

Vanilla, Citrus, Chocolate, Caramel, Apple & Berry

**P A U L H U L Y E R**

Head of Sector Marketing:  
Hospitality



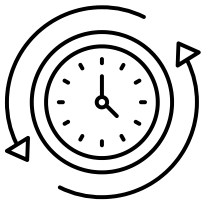
# Market Research

## The consumer

### Consumption Frequency



Desserts rank **2<sup>nd</sup>** after mains among the courses consumers typically order



**33%**

of consumers order desserts every or most times



**41%**

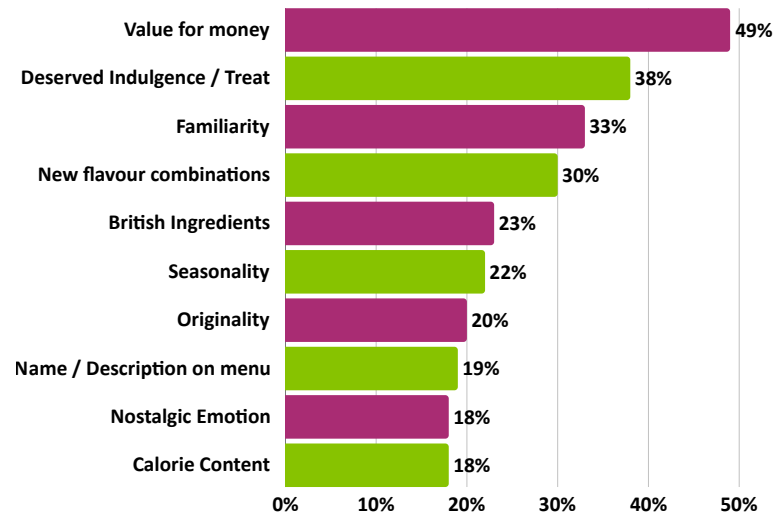
of consumers order desserts impulsively

UK consumers purchase desserts frequently, with nearly one third eating them at most meal occasions.

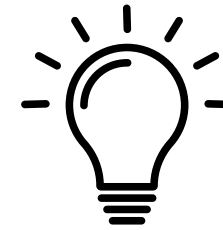
There is a strong opportunity to improve sales as nearly half of consumers purchase impulsively, and a majority are interested in current trends.

Value for money is the leading factor in purchase, followed by 'treating oneself'.

Consumers equally enjoy familiarity and innovation.



### Purchasing Motivators



Consumers are willing to spend an average of **25%** extra for a dish they consider to be **innovative**



**56%**

of consumers actively engage with new food and drink trends



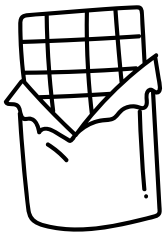
**34%**

of pub & restaurant consumers willing to spend more on a sustainable option

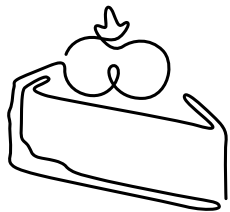
# Market Research

## Hospitality Menus

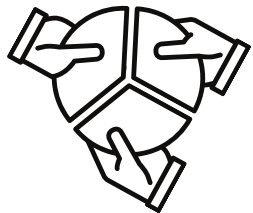
We reviewed the menus of 125 hospitality venues to find out the most popular desserts & gauge average pricing.



**Chocolate** is the most common flavour profile, and accounts for **47%** of all desserts. Chocolate brownie features the most often.



**Cheesecake** is the most common dessert and features on **55%** of menus, with lots of innovation present. Speculoos & Lemon appeared most often.

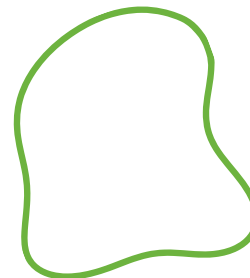


**Mini / Sharing Desserts** feature on nearly **10%** of menus, with a mixture of hot and cold options available. Varieties tend to be traditional.

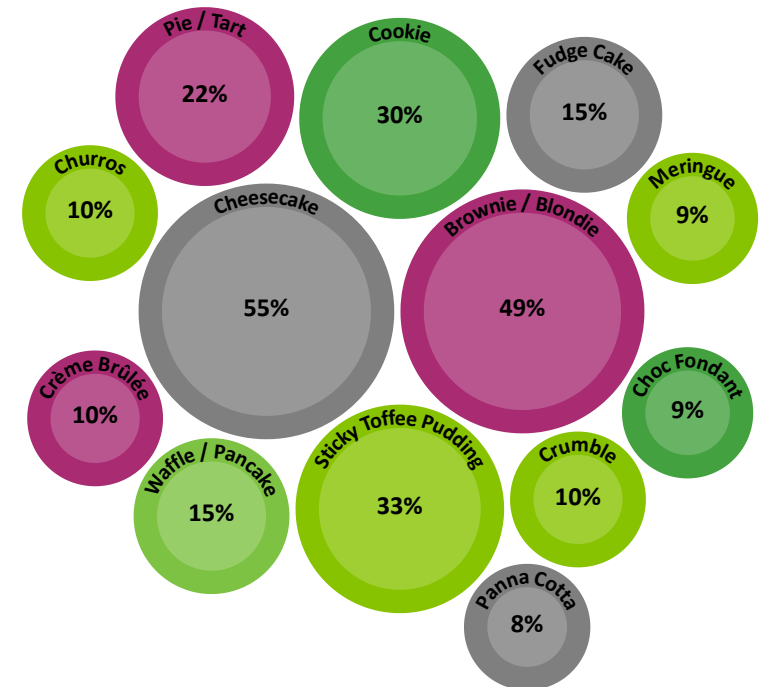


**Average Dessert Cost UK 2025:**

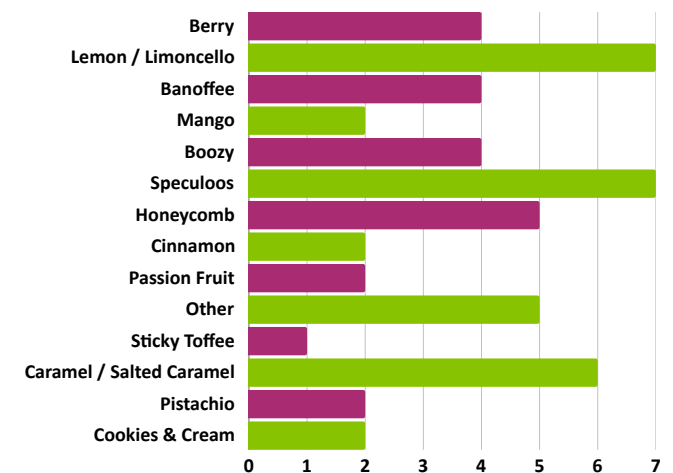
£7.32



### Frequency of Desserts on Menus in %



### Cheesecake Flavour Profiles



# Range Guide

Our extensive desserts range has been curated to include something for all price points and tastes.

Use this guide as a tool to understand the general ruleset for the difference in tiers within all brands, including Sysco Own Brand.

## B R O N Z E



— Sysco —  
Essentials

- Great quality for less. This is our **Essentials** / Value range.
- **Traditional** flavours.
- Largely **un-cut** for customisable portion size.
- **Shorter** in height; dress with accompaniments to elevate plate presence.

## S I L V E R



— Sysco —  
Classic

- Great quality desserts with **high quality ingredients**.
- Mix of **traditional** & longstanding **trends**. **Classic** desserts you'd expect to find on any menu.
- All **pre-cut or individual portions**.
- Complete desserts, with **great finesse** through some visual intricacies i.e. cheesecakes may have marbling or layering.

## G O L D



— Sysco —  
Premium

- Top-quality desserts, made with **Premium ingredients**.
- **Trend-led** to create a point of difference on menus.
- Most of range is **hand-made or finished** & created at patisseries throughout UK.
- All **pre-cut or individual portions**.
- **Excellent finesse**, with lots of components assembled in intricate ways i.e. sauce injection, lots of components layered, filled & topped. Unusual shape formats.

# Hospitality Best Seller Guide

## VANILLA

## CHOCOLATE

## CARAMEL

## APPLE

## BERRY

## CITRUS

## ICE CREAM

Bronze

**F 128262**  
Sysco Essentials  
Vanilla Cheesecake  
1 x 1

**F 136483**  
Sysco Essentials  
Vegan Chocolate  
Fudge Cake  
1 x 1

**F 136476**  
Sysco Essentials  
Sticky Toffee Pudding  
1 x 30ptn

**F 136268**  
Sysco Essentials  
Apple Pies  
2 x 1kg

**F 136479**  
Sysco Essentials  
Raspberry & White  
Chocolate Cheesecake  
1 x 1kg

**F 117350**  
Brakes Essentials  
Lemon Drizzle Traycake  
4 x 700g

**F 4520**  
Sysco Essentials Vanilla  
Flavour Ice Cream  
1 x 4ltr

Silver

**F 32054**  
Sysco Classic Baked  
New York Style  
Cheesecake  
1 x 12ptn

**F 32187**  
Brakes Italian  
Chocolate Fondants  
1 x 12

**F 4225**  
Brakes Sticky Toffee  
Pudding Squares  
1 x 16ptn

**F 136156**  
Sysco Classic Big  
Apple Pie  
1 x 12ptn

**F 34736**  
Sysco Classic Braeburn  
Apple & Blackberry  
Flapjack Crumble  
1 x 12ptn

**F 134558**  
Brakes Lemon  
Cheesecake  
1 x 12ptn

**F 342200**  
Sysco Classic  
Vanilla Dairy Ice  
Cream with Pods  
1 x 4ltr

Gold

**F 128526**  
Brakes Baked  
Mascarpone & Vanilla  
Cheesecake  
1 x 16ptn

**F 136932**  
La Boulangerie Fudgy  
Brownie Traybake  
2 x 16ptn

**F 149985**  
Sysco Premium  
Individual Sticky  
Toffee Bundt  
1 x 12

**F 134991**  
Patisserie Du Chef  
Apple Pie  
1 x 10ptn

**F 5010454**  
Sysco Premium  
Raspberry & White  
Chocolate Roulades  
1 x 2

**F 151838**  
Sysco Premium  
Lemon Mallow  
Cheesecake  
1 x 12ptn

**F 57088**  
Jude's Very Vanilla  
Ice Cream  
1 x 4ltr

## CLASSIC STAPLES



**F 115831**  
Sysco Classic  
Belgian Sweet  
Waffles 30 x 90g



**F 149785**  
Cream Filled  
Profiteroles 1 x 72



**F 136363**  
Crepe Cuisine  
American Style  
Pancake 120 x 40g



**F 118621**  
Hill Valley Straight  
Churros 1 x 900g

Approximately 60% of our Desserts range is produced in Britain.

# Hospitality Best Seller Guide: Dietary Friendly

## VANILLA

## CHOCOLATE

## CARAMEL

## APPLE

## BERRY

## CITRUS

## ICE CREAM

Bronze



**F 151552**  
Just Love Food Nut Free Madeira Sponge Traycake  
1 x 1



**F 136483**  
Sysco Essentials Vegan Chocolate Fudge Cake  
1 x 1



**F 134012**  
Brakes Vegan Sticky Toffee Pudding Squares  
1 x 16ptn



**F 5009114**  
Sysco Essentials Apple Pies  
2 x 1kg



**F 135221**  
Sysco Classic Vegan Strawberry Ice Cream  
1 x 4ltr



**F 136478**  
Sysco Essentials Vegan Chocolate Orange Dessert  
1 x 14ptn



**F 130799**  
Brakes Vegan Vanilla Flavoured Ice Cream  
1 x 4ltr

Silver



**F 134842**  
Sidoli Gluten Free New York Style Baked Cheesecake  
1 x 12ptn



**F 130790**  
Brakes Gluten Free Vegan Chocolate Truffle Brownie Torte  
1 x 14ptn



**F 113111**  
Brakes Gluten Free Toffee Puddings  
1 x 12



**F 113110**  
Brakes GF Bramley Apple & Cinnamon Butter Crumbles  
1 x 12



**F 149899**  
Sysco Classic Vegan & Gluten Free Raspberry Frangipane Tart  
1 x 14ptn



**F 114805**  
Brakes Gluten Free Lemon Tart  
1 x 12ptn



**F 135220**  
Brakes Vegan Chocolate Ice Cream  
1 x 4ltr

Gold



**F 149993**  
Sysco Premium Gluten Free & Vegan Raspberry & Gin Cheesecake  
1 x 12ptn



**F 130800**  
Sysco Premium Cherry & Chocolate Dessert  
1 x 14ptn



**F 146233**  
Sidoli Gluten Free Banoffee Cheesecake  
1 x 14ptn



**F 125227**  
Perfectly Baked Vegan Apple Tart  
1 x 14ptn



**F 151839**  
Sysco Premium Gluten Free Vegan Neapolitan Dessert  
1 x 14ptn



**F 152721**  
Hackney Gelato Sicilian Lemon Sorbetto  
1 x 4.5ltr



**F 591179**  
Jude's Vegan Vanilla Ice Cream  
1 x 4ltr

## CLASSIC STAPLES



**F 130637**  
Sysco Classic Vegan Belgian Sweet Waffles  
30 x 90g



**F 135099**  
Schar Gluten Free Waffles  
6 x 4 x 25g



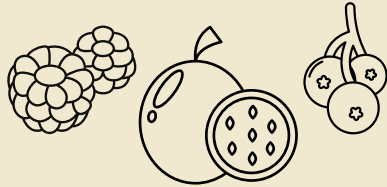
**F 136364**  
Crepe Cuisine American Style Vegan Pancake  
120 x 40g



**F 131773**  
Apple Gyoza  
1 x 20

# Great Accompaniments

## FROZEN FRUIT & COULIS

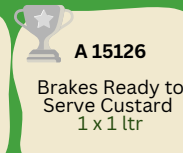


Add a **vibrant touch** of colour & **fresh burst** of flavour.

Fruit coulis and frozen fruit can be used on desserts to customise them, enhance the overall presentation & elevate flavours. Pair classic desserts with trending fruit flavour profiles.



## CUSTARD



## SAUCES



Increase customer perception of **value for money** by serving dessert with custard or sauce.

These ready-to-serve sauces add tradition **without the time or labour**.



## SYRUPS

Perfect for waffles & pancakes!



# New Product Development:

## Latest Innovation



**F 5003023**  
Sysco Classic Bubble Waffles  
20 x 135g



**F 151837**  
Sysco Premium S'mores  
Chocolate Cheesecake  
1 x 12 ptn



**F 151838**  
Sysco Premium Lemon Mallow  
Cheesecake  
1 x 12 ptn



**F 151825**  
Sweet Street New York  
Cheesecake  
1 x 16 ptn



**F 151825**  
Sweet Street Caramel Dulce  
de Leche Cheesecake  
1 x 16 ptn



**F 151827**  
Sweet Street Caramel  
Brownie Bite Cheesecake  
1 x 14 ptn



**F 151825**  
Sweet Street Key Lime Pie  
1 x 14 ptn



**F 152750**  
Sysco Premium Dulce de Leche  
Cheesecake  
1 x 14 ptn



**F 152751**  
Sysco Premium Doughnut &  
Apple Cinnamon Cheesecake  
1 x 16 ptn



**F 152750**  
Sysco Premium Chocolate  
Panettone Bread & Butter  
Pudding 1 x 12 ptn



**F 152753**  
Chantilly Patisserie Jaffa  
Orange Dome  
1 x 12



**F 152754**  
Chantilly Patisserie Brookie  
Cup  
1 x 20



**F 152699**  
Mademoiselle Desserts  
Viennese Mincemeat Tart  
1 x 14 ptn



**F 5001941**  
Patisserie Du Chef Tiramisu  
Layer Cake  
6 x 700g



**F 5009647**  
Patisserie Du Chef  
Chocolate Trio Layer Cake  
6 x 750g



**F 5001930**  
Patisserie Du Chef Passion  
Fruit Layer Cake  
6 x 700g



**F 5009645**  
Patisserie Du Chef  
Raspberry Layer Cake  
6 x 700g



**F 5009646**  
Patisserie Du Chef Cookies &  
Cream Speculoos Layer Cake  
6 x 700g



**F 5010654**  
Bakeaway Mini Pancake  
Bites  
6 x 500g (circa 350  
pancakes)



**F 5011613**  
Bakeaway XL American  
Buttermilk Pancakes  
60 x 70g



**F 151839**  
Sysco Premium GF Vegan  
Neapolitan Dessert  
1 x 14 ptn



**F 151843**  
Sysco Premium Tutti Frutti  
Cheesecake  
1x14ptn