

Decadent Minis



How to Guide • June 2011

Criteria for Selecting “Decadent Minis”

Promo Dates: June, 2011 but menu items can be offered regularly thereafter

Program: A selection of mini desserts for add on to lunch or dinner meal purchase as well as impulse morning, afternoon or evening snacking.

Category: On the Go, Impressions and Double Treat Bakery

Core Products: Mini treats featuring current popular flavours

Consumer Target: Adult consumers and repeat visitors who enjoy a sweet snack with their meal, coffee or tea break in morning, afternoon or evening.

Pricing Structure: Pricing ranges from \$.99 for à la carte items as well as tier pricing options.

Service Style: Display at various food stations at lunch or dinner as add on impulse item (See “Recharge program ideas on STT for morning, lunch or evening day parts ideas). Served from cold display units or on special display at room temperature (max 24°C) for a maximum of 2 hours, discard any leftovers. Time must be monitored and documented to allow display at room temperature

Unique Equipment: No special equipment is required.

Program Objective:

- Increase participation and customer satisfaction in the morning, afternoon or evening day part
- Increase average cheque at meal times
- Introduce a variety of simple mini sweet treats
- Offer a variety of choices to suit all tastes
- Feature current popular flavours
- Focus on core products from our MOGs, supplemented with special purchase ingredients

What is “Decadent Minis”?

Decadent Minis are delicious, bite size small indulgences. They are perfectly sized and priced to add to a meal or a treat in the morning, afternoon or evening to help drive sales. The items can be offered every day or featured a few times a week for a change of pace. They are perfect for catering. (see the Impressions tab on Setting the Table)

Food Standards

Our seven new and delicious Decadent Minis are easy to make but require some preplanning. Sub recipes and certain ingredients should be prepared in advance and you should make enough to last all week.

Sub Recipes

Sea Salt Caramel Sauce is a very popular current preparation since salt and caramel are a perfect marriage. The sauce works well as a drizzle or as a dipping sauce. It will hold for 7 days under refrigeration (max 4°C) with day one being the date of preparation.

Chili Chocolate Ganache combines two very popular flavours. Chili and chocolate work well together both as a filling and an icing for chocolate cakes and brownies. It will hold for 7 days under refrigeration (max 4°C) with day one being the date of preparation.

Candied Lemon Slices: Make a great garnish for desserts. These will hold in a covered container at room temperature (max 24°C) for 7 days with day one being the date of preparation.

Cream Cheese Icing (with Mint Variation) is easy to make but you can also use a commercial product. The mint variation is great with chocolate desserts as in our Chocolate Mint Smoothie Cookie Sandwich. Not only does it work well for our sweet mini recipes but can be used on cinnamon buns, carrot cake and more. It will hold for 7 days under refrigeration (max 4°C) with day one being the date of preparation.

Recipe Ingredients

Lemon Whipped Topping is a simple combination of whipped topping and lemon pie filling. Lemon is a perennial flavour favourite. It will hold for one week under refrigeration.

Toasted Coconut is easy to prepare in the oven or in a skillet. It will hold for 7 days under refrigeration (max 4°C) in a covered container, with day one being the date of preparation.

Toasted Almonds can be prepared like the coconut. It will hold for 7 days under refrigeration (max 4°C) in a covered container, with day one being the date of preparation.

Melted Chocolate (Milk, Dark and White) is perfect to drizzle on desserts or for dipping our Sweet Sticks. For our Decadent Minis, use good quality chocolate as listed on the Promotion Specifications. *Keep leftovers covered at room temperature (max 24°C) and reheat over hot water to melt.* Good to keep a bowl of each type ready to go. They could also be held in squeeze bottles and reheated in a bowl of hot water when required.

Food Standards

Chocolate Brownie Bites



Nothing could be easier than these tasty little brownie bites. One is piped with cream cheese icing and topped with fresh raspberry and mint; the other is topped with sea salt caramel sauce and a little whipped topping with mint.

Apple Caramel Coffee Cakes



Caramel and apples are a match made in heaven. Pair them with our buttery coffee cake, a finishing touch of sea salt caramel sauce and watch out for flavour impact!

Lemon Crunch Supreme



Coconut for crunch and a triple hit of lemon from filling, lemon cream topping and candied lemon slices make these triangles a citrus wow!

Chocolate Mint Cookie Sandwich



Reminiscent of a peppermint patty, our triple chocolate cookies are sandwiched with peppermint cream cheese icing and drizzled with rich dark and white chocolate.

Food Standards - Continued

Sweet dip Stix



Buttery sweet puff pastry twists are an indulgent snack dipped in chocolate and toasted almonds. To create the perfect match, Sea Salt Caramel Sauce can be offered on the side for dipping.

Chili Chocolate Brownie Pops



A lollipop never tasted this good! Chili chocolate ganache, fudge brownies, dark chocolate and toasted coconut, create the perfect taste explosion.

Fruit Napoleons



A twist on the classic Napoleon. A luscious small indulgence, our mini puff pastry bites are filled with chocolate or strawberry mousse, drizzled with two kinds of melted chocolate and caramel with fruit garnish.

Merchandising

Display

Our Decadent Minis are intended to be attractively displayed for afternoon coffee or tea breaks. They look best displayed in rows of contrasting colour, shape and texture on a large white ceramic platter. The customer can choose one or more and place them on a disposable plate or in a take-out bag. Display enough of each product to make an impact and be prepared to refill during the break period.

As an option, you can plate up three (all different) on individual covered plates/take out containers for On the Go and place in a cold display in for quick service. Ensure the product is properly labelled and dated as per On the Go standards.

Storage

The Decadent Minis are best held at room temperature for a short period of time just after preparation but can also be held in a cold display unit for the duration of the afternoon break.

Some of the fillings and garnish should not be held at room temperature for more than one hour e.g. anything with cream cheese icing, mousse or ganache.

The following Minis should be discarded if not sold the day of production:

Puff Pastry items such as Puff Squares and Sweet Stix because the pastry goes tough when left at room temperature or under refrigeration overnight.

Brownie Bites go hard and stale when left uncovered at either room temperature or under refrigeration for extended periods.

Caramel Apple Coffee Cake becomes sticky and very soft when left out for more than one day. Best to batch bake as required.

All other items can be served on the second day and then discarded.

Feature Recipes

Recipes for the promotion are linked to the **smart** recipe. The costing and combo file with suggested retail pricing is filed separately under the June, Culinary Flavours “Decadent Minis” folder on the Setting the Table Summer website.

Desserts Menu Items	Recipe #
APPLE CARAMEL COFFEE CAKES	80970
FRUIT NAPOLEONS	84120
LEMON CRUNCH SUPREME	84190
CHILI CHOCOLATE BROWNIE POPS	84240
CHOCOLATE MINT COOKIE SANDWICH	84250
BROWNIE BITES - CREAM CHEESE ICING	84260
BROWNIE BITES – SEA SALT CARAMEL SAUCE	84260A
SWEET STIX	88100
SWEET STIX WITH SEA SALT CARAMEL SAUCE (3 each)	88100A
<u>TOPPINGS/SAUCES</u>	
CREAM CHEESE ICING	83045
MINT CREAM CHEESE ICING	83045A
CHILI CHOCOLATE GANACHE	83100A
SEA SALT CARAMEL SAUCE	83200
CANDIED LEMON SLICES	87160

Recommended Side Dishes

Please look in the Retail Selling Excel spreadsheet for combo ideas and suggested pricing for all recipes.

Supplier Information

While all effort is made to choose products that are on all of our MOGs, occasionally this is not possible.

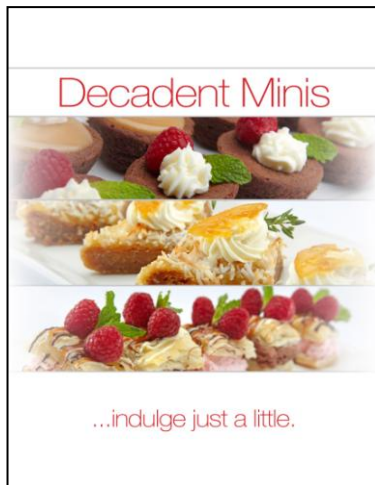
We recommend you contact your Regional Purchasing Coordinator if there are new items that you would like to list or even purchase as a onetime release.

Promotion Specifications

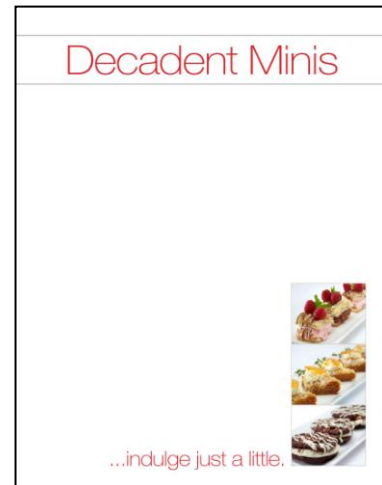
Item	Brand	Pack Size
Chocolate/Coins Dark	Bakers	4.54 kg
Chocolate Wafer/Milk 37%	Lindt	10 kg
Chocolate Wafer/White 36%	Lindt	4 x 2.5 kg
Brownies	Two Bite	20 x 200g
Real Cream Cheese Icing	Richs	8.16 kg
Puff Pastry 10 x 15 x 1/8	Pepperidge Farm	20 sheets
White Pudding Cake Batter	Ready Bake	6.8 kg
Oatmeal Cookie Mix	Quaker	12 x 1 kg
Lemon Crunch Bar Cake	Gourmet Baker	2 x 4.5 kg
Triple Chocolate Cookies/Otis Spunkmeyer	Sweet Discovery	160 x 56 g
Chocolate Mousse Mix/Instant	Dr Oetker	4 x 616 g
Strawberry Mousse Mix/Instant	Dr Oetker	4 x 616 g
Almonds, Slivered and Blanched	David Roberts	3 x 1 kg
Shredded Coconut Sweetened	David Roberts	3 kg
Corn Syrup	Crown	12 x 1 L
Vanilla Extract/Imitation	Clubhouse	12 x 500 mL
Granulated Sugar	Lantic	Various
Brown Sugar/Old Fashioned	Lantic	20 x 1 kg
Icing Sugar	Lantic	20 x 1 kg
Pepper/Red Chili Crushed	Clubhouse	12 x 350 g
Sea Salt	One Time Release	Various
Topping/Dessert Whip OR	Richs	4 x 3.63 kg
Vanilla On Top	Richs	12 x 454 g
Lemon Pie Filling	ED Smith	5 kg
35% Whipping Cream	Local Dairy	
Light Cream Cheese/Spreadable	Lactantia	2 x 2 kg
Unsalted Butter	Local dairy company	Various
Produce such as berries and apple	Local Produce Company or Mainline	Various

Marketing Materials

All marketing materials for this promotion are available on the Setting the Table website. Units are asked to print their own copies; no hard copies will be available for this promo. All flyers/posters are 8 ½ x 11.



8½ x 11 Decadent Minis Poster - Display the poster in your entrance board and at your station during the promotion. (Print from Setting the Table/Summer/Culinary Flavours/June)



8½ x 11 Decadent Minis Treat - Use the flyer to enter a “Decadent Minis” menu item(s) with the selling price or to pre-advertise date promotion begins. Insert your sector logo where indicated on the flyer. Display on your entrance board and/or at the appropriate station. (Additional posters can be printed from Setting the Table/Summer/Culinary Flavours/June)

Order Profiles 8 ½ x 11 sign holders directly from impulse signs. Click on the order form link below.

<http://www.impulsesigns.com/ProfilesNorthOrderForm.pdf>

Follow the links below for Steps to Launch Promotion and Quality Assurance.

[Timelines to Launch Promotion](#)
[Quality Assurance](#)