

Limited-Service, Unlimited Possibilities

QSR SmartChain

Vendor Resources

Trends

New Products



TASTY TREATS

How can restaurant operators best employ dessert and snack strategies to satisfy consumers?

Consumers
Seek Intense
Flavors

Mixing
Healthy and
Hedonistic

DIY Desserts
Resonate with
Customers

PRECEEL

Anytime Is Snack Time

Consumers seek intense flavors amid sweet and savory snack combinations

Snacking is becoming more frequent, especially for the Millennial generation, who tends to eat early, often, and throughout the day. These young consumers, born in the '80s and '90s, are usually on the move and are looking for variety and availability, anytime and anywhere. Operators are responding by offering customers what they want, when they want it, says Sarah Jane Burke, associate marketing manager, **Rich Products** foodservice division.

"For example, some restaurant operators are offering breakfast all day because that's what their customers want," Burke says.

Offering customers what they want at all times certainly includes desserts and snacks, because for many consumers, those occasions might come even more often than regular meal occasions. Burke says some of these consumers are concerned about nutrition; however, they are willing to splurge if a "safe indulgence" is available. These include smaller portions, shareable desserts, and sweet treats and snacks available throughout the day. This also includes drinkable desserts and decadent beverages.

"At Rich's, we work with our customers to offer the right solutions for them," Burke says. "We have a broad portfolio, and our culinary team works with foodservice professionals to help restaurants drive new growth and customer traffic."

Rich's offers its customers all the components to assemble their own dessert creations and also delivers fully finished desserts.

To top this off are, well, toppings. Rich's On Top prewhipped toppings come in a variety of flavors, dairy and nondairy, to add a creamy finish to any item. Packed in prefilled pastry bags, On Top toppings have superior stability compared with aerosol toppings. On Top is available in original, chocolate, sugar-free, and Cookies 'N Creme varieties. One of the most popular is Rich's Chocolate On Top. Besides beverages and dessert shooters, Chocolate On Top can go with churros, pancakes, crepes, beverages, and waffles, or even serve as a standalone mousse.

"That is really the final touch to many dessert items," Burke says. "The chocolate topping can really differentiate a snack or dessert item."

Rich's offers savory snacks, as well, to full-fill daypart snacking, and has invested much con-



Offering customers what they want at all times certainly includes desserts and snacks, because for many consumers, those occasions might come even more often than regular meal occasions.

sumer research to develop premium products. Rich's Breakfast and Pizza Wedges are on-the-go solutions that bring authentic, old-world flavors as snack options. The Wedges are made from a traditional pizza-style crust that offers a unique handcrafted appearance, and they're filled with European-style ingredients. The Wedges come in four varieties. Two are suitable for the break-

fast daypart (Canadian bacon, egg, and cheese and vegetable, egg, and cheese), while the other two (Pepperoni/Italian style and Spinach and Mediterranean style) are crafted for later in the day. Their triangular shapes are perfect for portability and eating on the move, as well as for a sit-down snack. A dipping sauce may be added to ratchet up the flavor profile. For operators, they come par-baked and frozen, making preparation easy.

"These are handcrafted for the adventurous consumer who wants to try new flavor profiles," Burke says.

Americans still crave premium, high-quality chocolate as a dessert or snack, but one of the biggest changes is the variety of chocolate choices and the increasing sophistication of consumers. Today's consumers still love anything chocolate, but they are also looking for variety in color, sweetness, taste, and texture. In addition, chocolate purveyors have marketed increasingly upscale and gourmet chocolate offerings.

Chocolate, in one form or another, probably has a place on almost every restaurant menu. In addition to its ubiquitous presence in candy, cakes, and myriad sweet treats, chocolate also can be served with bacon, zucchini, and a host

of other unlikely combinations. Consumers don't need much of an excuse to eat chocolate.

While chocolate has long been the treat of choice for most people, it's no longer enough just to offer a simple chocolate brownie or cookie. "That brownie or cookie better live up to your customer's quality expectations, or they can easily look elsewhere," says Chris Eklem, vice president of **Ghirardelli Foodservice Division**.

With its 160-year history producing chocolate in Northern California, Ghirardelli Chocolate is uniquely positioned to understand and deliver what consumers are looking for in decadent desserts and beverages.

"It's important that desserts deliver on rich, intense flavors. Whether it's a brownie or a milkshake, consumers can recognize quality," Eklem says. "Appealing to customers goes beyond making a great dessert."

Consumers readily respond to a familiar brand name in a restaurant environment, and Ghirardelli has outstanding name recognition with consumers. Ghirardelli's "Made With" program allows the use of the Ghirardelli name on approved products so consumers can see and recognize the Ghirardelli quality before they even taste the product.

"Your customers need to understand and trust the quality you're offering before they make their purchase decision," Eklem says. "Not only does Ghirardelli deliver on quality and product variety, its 93 percent national brand awareness provides a key tool to communicate the decadent Ghirardelli experience."

Ghirardelli Chocolate's Foodservice Division offers a comprehensive Chocolate and Cocoa product line that includes 60 percent Cacao Chocolate Chips, Milk Chocolate Chips, Semisweet Chocolate Chips, Classic White Chips, Barista Mini Chips, and Cocoa Powder. New for fall 2012 are 10-pound cases of certain chips that provide the perfect size for restaurant kitchens.

"Consumers have more choices than ever in foodservice, so it's a great advantage to an operator to provide their customers with the Ghirardelli quality guarantee," Eklem says.

In addition to ingredients to craft the perfect brownie or cake, Ghirardelli also offers Chocolate, Caramel, and White Chocolate sauces. Available in either large pump or squeeze bottles, these sauces are versatile, and they make the perfect topping for desserts, ice cream, or frozen

yogurt, as well as a key ingredient in beverages such as mochas, bar drinks, and milk chocolate. With the popularity of frozen beverages and specialty coffee drinks, Ghirardelli offers a full line of decadent Frappe mixes, Ground Chocolate, Hot Cocoa, and Frozen Hot Chocolate, which can do double-duty as drinkable desserts.

Ghirardelli Chocolate Chips and Sauces extend beyond the dessert menu. Chocolate muffins, chocolate chip pancakes, caramel-filled crepes, and white chocolate scones all bring an indulgent option to lunch, brunch, or breakfast.



For example, Ghirardelli's Dark Chocolate Mini Chips paired with walnuts and dried cranberries make an exceptionally good topping for oatmeal.

Recognition of a favorite retail brand that migrated to foodservice can be a powerful sales tool. Consumers who reach for a familiar brand at the grocery or convenience store might readily make the same choice at a quick-service outlet. Of course, they'll expect the restaurant product to be as good as or better than the retail item.

Blue Bunny, a leading ice cream brand in the frozen-food aisle of grocery stores, is a recognized favorite among consumers. The brand transforms everyday moments for families with its range of products, and foodservice operators can leverage this brand experience and enhance their own brand with the excitement of the Blue Bunny name, says Bob Bartelli, vice president of sales for foodservice and impulse at Blue Bunny.

"As the category expert in foodservice, Blue Bunny has an extensive array of ice cream and specialty dessert options that can help operators grow sales and build profits," Bartelli says.

In addition to its Big Slice Vanilla ice cream,

Blue Bunny offers Scoops, a pre-scooped premium ice cream. Each scoop is individually wrapped for easy, time-saving dessert preparation. Frio Grande Scoops is a unique item. Operators fry and serve this premium vanilla bean ice cream in a sweet coating of crunchy corn flakes, coconut flakes, sugar, and cinnamon.

For milkshakes, Blue Bunny offers Quick Blend ice cream, ready to blend to a rich and creamy shake in 60 seconds or less. It's specially formulated hard-packed ice cream that can cut shake-making time in half. On-premise operator tests show Quick Blend ice cream can blend a 20-ounce shake in a minute or less, compared with regular ice cream that takes up to two minutes on a spindle blender. This is especially valuable for quick-service restaurants, where customers have high expectations for service speed, Bartelli says.

Research used by Blue Bunny indicates that nearly two-thirds of consumers prefer a milkshake made with hard-packed ice cream over a milkshake made with soft-serve ice cream. Consumers also think shakes made with hard-packed ice cream have better texture and flavor than those made with soft-serve ice cream. Quick Blend is available in 3-gallon tubs.

"Shakes are purchased 'round the clock," says Blue Bunny corporate chef John Kennedy II. "Not only are they prime beverages or desserts to accompany lunch and dinner, they are popular for mid-afternoon snacks and late-night treats."

Kennedy says many quick-service operators run promotions around shakes during these in-between meal times. Also, during the increasingly competitive breakfast daypart, coffee-based shakes and fresh fruit shakes could make a sales impact as operators ride the flavor trends.

Flavor options and recipes offered by Blue Bunny's dessert-building program for Quick Blend shakes could include salty caramel and chocolate, combinations of vegetables and fresh fruits such as cucumber melon, or fresh citrus such as mango, watermelon, and lemon. Retro milkshakes might come in flavors like s'mores, red velvet, apple pie, Moon Pie, and others. Desserts and milkshakes with an ethnic twist might be Mexican hot chocolate, crème brûlée, tiramisu, horchata, churros, baklava, pavlova, mango lassi, and others. These recipes add excitement to the menu and can be a great way to build check averages and profits while offering customers variety.

A Sweet Combination

Mix of healthy and hedonistic combine in latest dessert offerings

When it comes to desserts and sweet snacks, consumers like to curl up and munch on something soft, sweet, and familiar. According to Technomic's Independent Insights, cookies top the list of the most purchased sweet goods, followed by donuts, cakes, pastries, muffins, pies, brownies, and cupcakes. Tried-and-true snack standbys and the usual familiar comfort foods aren't taking a back seat to newer items. Instead, consumers seek to use them as a base and add new and exotic flavors, tastes, and textures. This trend is especially true for the Millennial generation, born in the 1980s and '90s, says Athena Uslander, founder of **Silverland Bakery**.

"They are looking for something different, with names like Pomegranate Pistachio or Dark Chocolate Apricot, and interesting-looking products and colors," Uslander says.

Silverland offerings such as Siberian Bearclaw, White Chocolate Fantasia, and Cocoa Cow Cheesecake definitely aren't your parents' desserts. Silverland is a family-run company that offers handcrafted brownies, old-fashioned bakery bars, cookies, crispy rice treats, raw bars, and customized products for wholesale customers, as well as direct to the consumer. Recipes are personally developed by Uslander and are handmade with locally sourced, high-quality, all-natural ingredients in small batches. They are also preservative and trans fat free. Silverland products are available for foodservice and retailers.

Uslander says dessert consumers respond most readily to visual cues. The fancier and more scrumptious the dessert looks, the more apt many consumers are to try it. This might be something as simple as putting a lighter-colored piece of chocolate over a dark one, or sprinkling on colorful candies or other toppings. Nuts or fruits mixed in with a brownie or cookie can provide a point of differentiation that can spur a purchase. Anything that adds color and texture all combine to make a dessert irresistible and offer a great presentation.

"Most of us eat with our eyes more than our taste buds, and sometimes how it looks is just as important as how it tastes," Uslander says. The migration toward natural products and away from artificial colors and flavorings also continues, she adds.

"We are using all-natural ingredients in our



DAWN FOODS

When it comes to desserts and sweet snacks, consumers like to curl up and munch on something soft, sweet, and familiar.

baked goods because that's what customers want," she says.

For example, Silverland Raw Bars are handcrafted with fruits, nuts, and natural enhancers like ginger, cocoa, and turmeric. Raw Bars are vegan, wheat free, dairy free, and have no added sugar. Since the bars are not processed by heat, the benefits of the 100 percent whole foods in the bars are metabolized.

The impetus behind many snack offerings is to tap into some of the most popular comfort-

food flavors that consumers have long held near and dear. Chocolate, oatmeal, and other varieties with added fruit or candy toppings are time-tested consumer favorites for younger and older consumers alike.

Love and Quiches Desserts unveiled its latest addition to its pre-wrapped Gourmet Grab and Go line of products in October. The Rainbow Brownie is a two-serving, 3-ounce, individually packaged brownie studded with candy-coated milk chocolate in a rainbow of colors. The Rainbow Brownie complements the existing Gourmet Grab and Go line of individually wrapped products. These include the Triple Chocolate Brownie, Oatmeal Chewie with California Raisins, Walnut Brownie, Cookies & Cream Brownie, and the Blondie. Each of these offerings is baked without artificial preservatives, fillers, or trans fats, and all of these products have a 60-day shelf life after thaw.

"The Rainbow Brownie is a fun product for all ages, but is especially appealing to a younger demographic," says Michael Goldstein, vice president of R&D and national sales at Love and



DECADENT DESSERT SAUCES

**Cinnamon Sugar Churritos
with Blackberry Compote,
Mango Peach Sauce and
Vanilla Cream**

Haliburton makes a variety of fruit and cream based sauces, as well as roasted fruits that can be used to add color and flavor to any dessert item. To learn more, write to us at info@haliburton.net or visit our website www.haliburton.net.

HALIBURTON
INTERNATIONAL FOODS

Equal parts food, science and taste.

Quiches Desserts.

Products like these are perfect for those consumers who might make an impulse purchase at the counter or cash register. Since they are pre-packaged, they are easily tucked into a pocket or handbag and taken back to the office or home as a snack for later. Gourmet Grab and Go items are available at some quick-service establishments and also widely offered at convenience stores, gas stations, and other retailers.

Commercial clients can also rely on Love and Quiches to help develop proprietary desserts to add to their menus. Working alone or in partnership with the brand's own research and development team, and after identifying the unique needs of each client, the Love and Quiches Desserts team can work on creating a premium-quality, original dessert that reflects market trends and fits within the price point for customers and the operational parameters of the kitchen. This offers a delicious way to build brand recognition and increase sales, Goldstein says.

Mini items can offer consumers the chance to indulge without the guilt feelings associated with overeating. A half or quarter portion can give the sense of indulgence without purchasing the entire cake or pie and then eventually consuming it. Restaurants can still tap the dessert segment by offering smaller portions at lower price points and, obviously, smaller portions lower the calorie count.

Love and Quiches has a number of snack-sized dessert products for potential use in quick-service or casual-dining applications. For example, one of the company's most successful limited-time offers for a major chain was CrunchyFried Cheesecake, a slice of authentic New York-style cheesecake dipped in batter and rolled in crunchy crumbs. The product is also currently available in bite-sized pieces. Brownies and bread pudding are also available in bite-sized pieces in response to the popularity of mini-sized treats and small portions in today's market. They can be served as is or deep fried for a new and crunchy twist.

"We are offering traditional desserts like cheesecake and tiramisu in nontraditional format: individual, grab-and-go-style cups that are user-friendly and will work for the quick-service segment," Goldstein says. "These are premium-quality products with on-the-go convenience built in."

The smaller portions can mean less product cost for the operator and a lower price for the consumer, with no sacrifice of quality. More importantly, it provides consumers with that little indulgent treat with a smaller calorie count than a full portion. This is especially important as the requirements for posting calorie counts on

menus takes effect and restaurants seek to avoid an eye-popping calorie total that might discourage a purchase.

While many consumers truly want to eat healthier, the occasional decadent indulgence offers a chance for people to treat themselves to something they feel they deserve. After all, they work or study hard every day, and a sweet treat can add a soft edge to the daily grind. One of the con-



SILVERLAND BAKERY

tinuing trends is the mix of indulgent and better-for-you options, says Bernie McGorry, vice president of marketing foodservice, at **Dawn Food Products**.

"Everyone wants a dessert that tastes good, but they also want one that's less than 300 calories,"

McGorry says. "If you can top the dessert with fruit or add it in the product, it can increase the perception to that of a healthier item."

McGorry says cookies, brownies, dessert bars, and other convenient portable items continue to grow in popularity, but layered cakes are taking the lead over some other baked goods, such as cupcakes, as an emerging dessert trend. This is especially true for those who want to combine the snack occasion with the chance to sit down, take a break, and enjoy a treat to its fullest.

Dawn Food offers Uncut Layered Sheet Cakes that provide operators with unlimited ways to customize, create, and plate original desserts. These decadent cakes are available in Chocolate, Carrot, and Red Velvet Ganache. Each layered sheet cake arrives uncut, offering the opportunity to adjust serving size and increase creativity. They come fully baked and just need to be thawed, sliced, and served. Working off a large item such as the layered cake instead of pre-packaged products allows the operator to cut any size or shape serving. Top with a fruit slice to increase appeal and offer a healthy halo on an otherwise indulgent product.

Dawn's premium Adore sauces were developed for bakery cafes and foodservice professionals. Adore sauces are made with real butter and cream and are available in caramel, chocolate, and white chocolate. They also come in portion-control pump dispensers. In addition to their use in flavoring coffees and specialty beverages, these sauces can be used to decorate desserts and can be drizzled over brownies, ice cream, or whipped toppings on dessert beverages to increase appeal and drive impulse purchases. These sauces are ideal for use on the layered sheet cakes to add to the flavor profile. Bakery and café concepts are best suited for these types of products that can be eaten and enjoyed at leisure instead of grab-and-go.

Dawn provides a complete solution, from the cake itself as the base product to toppings and icings to finish off a great presentation. In addition, Dawn offers R&H Chocolate Toppings, Shake Syrups, and Cone-Cote, which can add intense flavor to a variety of dessert items. For example, milkshakes can get a flavor boost from R&H Chocolate syrups, and sundaes can be covered with the same syrups. Cone-Cote dipping chocolate completely covers ice cream on cones with no gaps or melt-through. R&H also offers hot fudge, fruit, butterscotch, caramel, and marshmallow toppings.

When it comes time to indulge, consumers want to pour on the flavor, and the sweeter, the better.

Build-It-Yourself Desserts

Toppings, sauces, and syrups let customers blend flavors or create their own

If you let them build it, they will come. Appealing to consumers by allowing them to assemble their own desserts has proved successful for many concepts. Providing toppings on the side to sprinkle or spoon on, over, and around desserts also lets the consumer mix and match, satisfying both their love for customization and their desire to create and experiment with unique flavor combinations. Customers can add as much or as little as they want of a variety of sweet, savory, crunchy, or soft items, giving them more control over what they eat and, most importantly, how they want it to taste. The growing number of self-serve yogurt and ice cream concepts are perfect examples of this continuing trend.

“Restaurant customers like the idea that they can put their own dessert together,” says Rich Marasco, director of culinary at **Haliburton International Foods**.

Marasco says another part of this trend in fast-casual and quick-service dining is the use of finishing sauces and syrups. These colorful, flavorful liquids can simply be drizzled on top of a dessert or used to decoratively line the plate. In addition, accompanying fried dessert items with chilled or warm dipping sauces is also a great flavor enhancer. Items such as beignets, churritos, or the Italian pastry *zeppole* can be paired with sauces made with fruit purees, chocolate, infused cream, or natural sweeteners such as agave, palm sugar, or honey flavored with herbs and spices. The result is an intense combination of soft pastry and sweet flavors that allows the customers to create their own favorites.

Haliburton makes a variety of fruit- and cream-based sauces, as well as roasted fruits that can be used to add color and flavor to any dessert item. These include fire-roasted fruits such as varietal apples, peaches, pears, pineapple, and mango, along with fruits used for purees or compotes such as blackberries, raspberries, passion fruit, strawberries, blueberries, and more. As menu developers continue to push the limits of ethnic cuisine crossover, flavor combinations like blackberry ginger, pear basil, and chile-spiked cream and chocolate sauces continue to gain traction.

Also, Latin and tropical influences are also playing a bigger role in driving fruit trends for



BUILD YOUR OWN SHORTCAKE, BY HALIBURTON INTERNATIONAL FOODS

Appealing to consumers by allowing them to assemble their own desserts has proved successful for many concepts.

desserts with ingredients like papaya, mango, guava, plantain, and others taking their place on the dessert menu.

“There is a big movement toward adding roasted items to desserts to bring out additional flavors,” says Dan Maderich, vice president at Haliburton.

Toppings can also apply to drinkable desserts, and those with textural appeal and concentrated flavors like nuts, fire-roasted fruits, pralines, and dried or macerated fruit can be blended

and/or layered on top of a dessert beverage. Other added items such as retro candy or crushed cookies and cakes can push the flavor profile even further. Branded candy and cookie toppings have popped up at many quick-serve concepts and in retail applications, as well. Desserts on a stick, many coated or infused with candy or cookie crumbles, offer obvious portability and can also be fun to eat.

Some quick serves are moving away from portable desserts and instead encourage customers to sit and savor their dessert offerings. This may also allow older consumers to tap into the continuing nostalgic trend, and items such as Nutella spread and Marshmallow Fluff may be added to dessert offerings to bring back images and emotions from their childhood. This can be a powerful sales driver.

Flavor is primary for consumers, Maderich says, and people like to go out to eat for an escape from the ordinary. Many people watch what they eat when at home, so when they visit a restaurant, they are looking for something different. Mini-bites remain a trend as consumers find



PREGEL

division works closely with its clients to research, test, and develop new products and successful innovations to place on the menu. This also includes custom product blends, private labeling, global distribution, quality assurance testing, and recipe creation.

The tastiest and newest ready-to-use lines of PreGel's gelato, soft serve, and pastry products are made with Arabeschi fillings and sauces, which allow for exceptional flavor combinations, diverse textural components, and attention-grabbing visual appeal, says Anna Pata, key accounts manager at PreGel.

"The uniqueness of this line is that it isn't about the traditional toppings, but out-of-the-box additions to cater to a curious and sophisticated audience," Pata says.

A taste of what this line offers includes Chocolate-Hazelnut Rock Arabeschi, a chocolate sauce with crunch pieces of hazelnut; Krocco Peanut Arabeschi, a peanut sauce with mini cereal balls; and Forest Berries Topping, made with raspberries, blackberries, and black

currants. These products appeal to today's consumer looking for higher flavor profiles and a desire for something new and different.

The PreGel Pronto Dessert line is well suited for quick service. This line features powdered bases for the quick preparation of finished desserts such as crème brûlée, pannacotta, crème caramel, tiramisu, and molten chocolate cake. The bagged product only requires the addition of milk and/or heavy cream, based on the recipe. The products allow quick-service establishments to streamline dessert production and increase consistency while maintaining high quality.

With a focus on fresh-made and a desire for trending flavors such as salted caramel, PreGel's Super Sprints are complete powdered products used to create ice cream, gelato, sorbetto, and frozen yogurt. Operators add water or milk to Super Sprint (which already has the flavor, sugar, and stabilizer/emulsifier base), and then place it in a soft-serve machine or batch freezer. Products offered include ready-to-use products with health-conscious options such as dairy-free, low-calorie, and sugar-free. The quick turnaround ensures that customers will always have

fresh, high-quality frozen desserts. PreGel Super Sprints offer a greater variety, simplicity, and profitability to quick-service businesses. From flavoring beverages such as milkshakes, cocktails, and sodas to kicking up the flavors of pastries, they are extremely versatile and can be both heated and frozen.

Drinkable desserts come in all sizes, flavors, and mixes. Everyone is on the go, it seems, and anything they can grab and run with to take in the car or back to the home or office has great potential. Although the line between specialty beverages and a liquid dessert is blurred, sweet treats that are not too thin for a spoon and just thick enough to use a straw fit the bill for busy consumers.

Mont Blanc Gourmet customers are still interested in natural and better-for-you ingredients, and as a result the company has made a major change to the Mont Blanc product line by eliminating high fructose corn syrup.

"This spring we relaunched the line under the brand name GoodDrinks. GoodDrinks was created based on the idea that responsibly produced products are good—good for the consumer, good for our distributors, good for society, and good for Mont Blanc Gourmet," says Michael Szyliowicz, cofounder of Mont Blanc Gourmet. "We are proud of the new line, and the industries we have served for years are embracing the change."

For example, Chatta is the newest in Mont Blanc's line of high fructose corn syrup-free sauces, mixes, and concentrates. It's a classic Hispanic recipe that combines complex vanilla and spicy cinnamon notes into one dairy-free signature option. It can be served steamed or blended. It may be considered a drinkable dessert, as well as a specialty beverage.

In addition, consumers have a renewed interest in milkshakes, Szyliowicz says. Mont Blanc has worked with customers to create a premium coffee milkshake, a creamy salted caramel shake, and a spicy chai milkshake.

"We create concentrated flavors that are added to a rich vanilla ice cream so our customers simply add the specialty shake flavor to an existing ice cream flavor and it is operationally efficient," Szyliowicz says.

Mont Blanc's customers already know about its commitment to the natural and sustainable characteristics of its products, from all-natural and organic to Fair Trade and Rainforest Alliance certified. Mont Blanc Gourmet is not hindered by commercialization capabilities, and that allows the company to thrive with regard to the organic, natural, and sustainable trends. This blends well with many consumers' desire to use products that are friendlier to the environment. **SC**

"Deprivation is hard for consumers," Maderich says. "Just a small bite of dessert can help satisfy those cravings ... and increase check averages."

Offering customers a proprietary dessert can build brand loyalty and bring them back more often.

Italian company **PreGel** manufactures and distributes a broad range of high-quality dessert and beverage ingredients that include flavorings, pastes, powders, toppings, and fillings. PreGel America, the U.S. subsidiary based in North Carolina, sells directly to a variety of food-service establishments, including restaurants, gelato cafés, coffee shops, frozen yogurt shops, and bakeries, as well as to some distributors in the U.S. PreGel Key Accounts, a division of PreGel America, specifically caters to the restaurant segment by offering customized dessert solutions. Focusing on collaboration and customization, the