

FEBRUARY 13, 2019

PB Lovers, Enjoy!

Peanut butter lovers... your day is coming on March 1. But you don't have to wait to enjoy this nostalgic favorite. From cakes and cupcakes to cookies to brownies to donuts, the possibilities are boundless.

- Peanut Butter is the perfect salty counterpart to balance a sweet dessert. And PB was made for flavor layering... pairing easily with chocolate, berries, bananas, just to name a few.
- According to a **Penn State University** professor, our taste buds crave foods that have contrasting textures... a phenomenon called "dynamic sensory contrast." It's why combining a chewy, dense brownie with a creamy PB icing and rich fudge makes for an irresistible treat!
- Small is still mighty big... Consumers want smaller doses of decadence according to **IFT**. Flavor matters, and it's allowable in a smaller portion.

Lawrence Foods can get you started with the right products and ideas to take PB to a whole new, crave-able level!



MENU IDEA

BROWNIE COOKIE PB SAMMIES

Use Imperial Brownie Mix for speed-scratch perfection: Use a #30 scoop, dropped 4X8 on a full sheet pan. Bake in preheated oven until cookies are just set, about 9 minutes, cool on rack. Use Peanut Butter Icing to fill center. To serve, drizzle with Supreme Fudge Icing. Can be made in individual or shareable sizes!



BAKERY CASE IDEA

BURIED TREASURE CAKES

Poke a small hole in top center of cupcake; fill with Lawrence Foods Supreme Fudge Icing or Banana Crème Filling. Ice top with Lawrence Foods Peanut Butter Buttercrème Icing. Dip edges in chopped peanuts; top with chocolate peanut butter candy. Or try yellow cupcakes filled with Strawberry or Raspberry Filling.

ORDERING INFORMATION

Peanut Butter DecoCrèmes® Icing
146525 2 Gallon Pail

Supreme Fudge Icing
144586 2 Gallon Pail

Banana Crème Filling
122023 2 Gallon Pail

Raspberry EZ Squeeze® Filling
129807 12 / 2# Sleeves

Strawberry EZ Squeeze® Filling
129808 12 / 2# Sleeves

Chocolate RTU Ultra Dip-N-Dry® Icing
146864 2 Gallon Pail
146874 12/2# Sleeves

PRODUCT INFORMATION

Origin: United States

Kosher: OU Certified

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APRIL:
Spring Showers

MAY:
Mom's the Word

JUNE:
Donut Desire