

MAY 15, 2019

COLOR COUNTS!

As graduation season nears, color becomes more important... So many cakes, so many celebrations! And while everyone loves buttercrème icings, consumers don't like the bitter aftertaste that comes with many colors.

We've got color mastered... Our buttercrème icings taste delicious. Period. From the hot, vibrant colors that are so in vogue now, to rich, bold shades that have eye-catching appeal, we get it. Buttercrèmes need to hold an edge, resist sagging and be easy to work with. And the color needs to last. But if it doesn't taste great, what's the point?

For 2019, warm colors within the sunshine spectrum will appeal to consumers as these colors convey optimism, positivity and a sense of happiness per the **GNT Group**.

You can count on Lawrence Foods for colorful options that drive sales!
Please check with your sales manager for stock status.



DECOCRÈMES ICINGS®

These icings have a clean, light mouthfeel that's never greasy. The viscosity is just perfect – decorators love this product! So easy to spread, they actually minimize normal ergonomic strain. And the lighter density delivers better yields... which means more cakes per pail, more margin for you!

SURESHADE® FOR SURE



Won't fade. Won't bleed. Won't stain hands. Period. These colors will last for 30 days in a refrigerated case under fluorescent lighting. You worked hard to create your masterpiece, so use SureShades to protect that WOW! factor that captures attention.

ORDERING INFORMATION

SureShade® Icings (packed in 2 gallon pails): Blue, Green, Gold, Orange, Red, Pastel Blue, Pastel Pink, Royal Blue

DecoCrème® Icings (packed in 2 gallon pails): Black, Crimson, Purple, Yellow

DecoCrème® Vibrant Icings (packed in 2 gallon pails): Blue, Pink, Green, Turquoise

PRODUCT INFORMATION

Origin: United States

Kosher: OU Pareve

**PLAN YOUR
FEATURES NOW!**

JULY:
Pick of the Season

AUGUST:
Crème of the Crop

SEPTEMBER:
Perfectly Paired