



Lawrence Foods

**Summer
of
Colors!**

June 2024

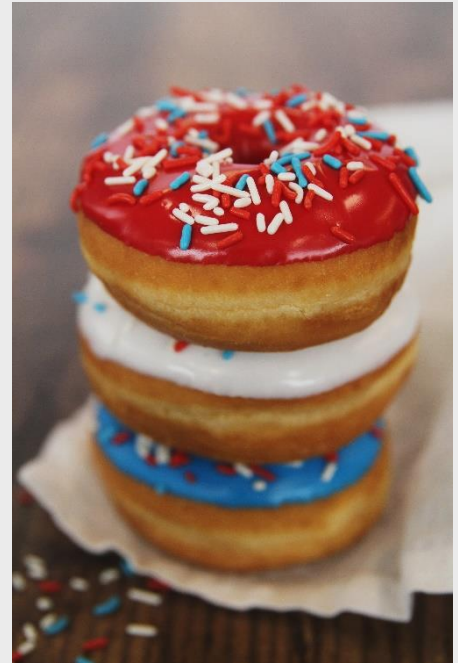
June 2024

Color Some Fun!

It's time to add some color to summer! With Lawrence Foods colored buttercrèmes and icings, it has never been easier to brighten your case without breaking your wrist mixing it up. The entire color spectrum is at your fingertips with bright, bold, or pastel colors ready to use right out of the bucket or in a convenient 2# sleeve. Let Lawrence Foods revitalize your offerings with beautiful perfectly mixed colors.

- Offers consistency of color across all stores or units creating a cohesive buying experience for all guests from store to store.
- Colors alone can influence up to 90% of an initial impression. Color influences 85% of shoppers' purchase decisions and can increase brand awareness by 80%.

Lawrence Foods' color isn't just for summer. During busy holidays like Christmas or Halloween we can provide all the red and green or black and orange. Our Sureshades® buttercrème colors are stain and fade resistant while maintaining delicious flavor.



SEASONAL HIGHLIGHT

For Every Holiday

4th of July is on the horizon, and it's time to make sure you have enough red and blue. Our buttercrèmes and icings offer exceptional flavor without the poor aftertaste of dyes often found in deep colors. Whether piping buttercrème on a cake or dipping donuts in our Ice-N-Sets®, be ready for the season.



RETAIL CASE

Eye Catching Color

Flowers can catch the eye and make the sale. In addition, our colors also provide easy color matching for sports teams and local schools as they cover over 20 colorful shades.

ORDERING INFORMATION

Sureshades® Red Decocrèmes® Icing

144513 2 Gal Pail

Sureshades® Orange Decocrèmes® Icing

144553 2 Gal Pail

Yellow Decocrèmes® Icing

144476 2 Gal Pail

Sureshades® Green Decocrèmes® Icing

144487 2 Gal Pail

Sureshades® Royal Blue Decocrèmes® Icing

144251 2 Gal Pail

Black Decocrèmes® Icing

144558 2 Gal Pail

Red Super Ice-N-Set®

146827 12/2# sleeves

Blue Ice-N-Set®

146754 2 Gal Pail

PRODUCT INFORMATION

Origin: United States

Kosher: OU

**UPCOMING
FEATURES!**

July

Picking Strawberries

August

Peanut Butter & Jelly Dreams

September

Fantastic Fudge