



# A new day for desserts.

*See classic  
ingredients  
in a whole  
new way.*



[nestleprofessional.us](http://nestleprofessional.us)

# See dessert in a new light.

Explore new trends using trusted ingredients.

As consumers blur the lines of traditional mealtimes, dessert can happen any time of day. This sweet segment of your menu is one you can't afford to ignore: dessert category sales are projected to grow to **\$20.8 billion by 2022**.<sup>1</sup>

With ingredients and inspiration from Nestlé Professional, your dessert menu can appeal to guests' nostalgia and sense of adventure at the same time.

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*Cookies have broad customer appeal,*  
**scoring high with Gen Z, Millennials & Boomers<sup>2</sup>**

**89%** *of consumers say they love chocolate chip cookies<sup>2</sup>*

**Chocolate Chips** *as an ingredient have continued to grow in popularity over the last four years<sup>2</sup>*

## *our story*

*At the Toll House Inn in Massachusetts, Ruth Wakefield cut up a Nestlé Semi-Sweet Chocolate Bar and added the bits to her cookie recipe. They didn't melt, they just softened, and the rest is cookie history.*



# Bake something *surprising* with Nestlé Toll House Cookies & Morsels

## Cookie Dough Varieties

Our premium ready-to-bake cookie doughs rise to a rich, golden brown cookie overflowing with flavor and a soft, chewy center. Designed to save labor and provide consistent appearance and flavor time after time.

OATMEAL

WHITE CHOCOLATE  
MACADAMIA NUT

CHOCOLATE CHIP

TRIPLE CHOCOLATY CHIP

MINI CHOCOLATE CHIP

SUGAR

PEANUT BUTTER

## The Classics

America's favorite chocolate chips for over 70 years—classic, delicious, and versatile.

- Gluten free
- Made with 100% real chocolate
- Also available: Premier White Chocolate, Semi-Sweet Chocolate Chunk, Semi-Sweet & Mini Semi-Sweet Morsels

## Cookies & Beyond

This versatile ingredient adds flavor across the dessert spectrum.

Blended Drinks	Bread
Breakfast Pastries	Brownies
Cakes	Cheesecake
Frozen Treats	Iced Coffee
Pies	Sundaes



# Find sweet *inspiration* with our baking portfolio



## Libby's® 100% Pure Pumpkin

A trusted part of autumn celebrations for over 75 years is becoming an everyday ingredient as people discover its nutritional qualities: No fillers, no preservatives, naturally gluten free and made with no GMO ingredients.



## Nestlé Carnation® Evaporated Milk

Versatile, shelf-stable dairy product that replaces milk and cream, and adds the perfect consistency to baked goods and sauces. Richer and creamier than whole milk, to help you easily put your own spin on nostalgic, classic desserts.



## Nestlé Toll House Brownie Batter

A rich, creamy batter that bakes effortlessly into decadent, gooey, fudge-like brownies bursting with delicious morsels and topped with a perfectly crispy crust.



## Ice Cream Sliders

Mini sandwiches made with Nestlé Toll House cookies and rolled in candy bars and pieces.



## Everyday Pumpkin Parfait

A lighter take on pumpkin featuring Libby's Pure Pumpkin with yogurt & granola.



## Dessert Truffles

Irresistible & customizable bite-sized treats made with Semi-Sweet Morsels.

*find more innovative menu applications*  
[nestleprofessional.us/list/recipes](https://nestleprofessional.us/list/recipes)

# Popular & profitable *Five big dessert trends!*

Customers—especially those ages 18-34—are willing to pay more for specialized desserts when dining out! Young diners are also looking for signature items they can't easily make at home.

Fun dessert items can make your menu stand out, increase check averages, and appeal to demand for flavorful treats.

## **Brownie Everything**

Today's consumers are looking for new ways to enjoy classic flavors. Keep them coming back by incorporating Nestlé Toll House Brownie Batter into truffles, cake fillings, pies, cookie bars, cupcake fillings and more.

## **Nostalgic Desserts**

Reinventing favorite flavors gives a modern appeal to basic ingredients that can please the whole family—think crispy treats, s'mores, cereal milkshakes and more.

## **Feel Good Desserts**

Guests are still ready to treat themselves with smaller portion sizes and shareable plates, and many are seeking dairy-free or more natural options.

## **Wow-Factor Treats**

Eye-catching, Instagram-worthy, over-the-top treats generate buzz and keep guests coming back for the next delicious mashup.

## **Pumpkin Power**

Always a strong seasonal flavor, pumpkin has now grown across the menu and beyond fall, from new-classic pumpkin lattes to cheesecake, breakfast pastries, cakes and cocktails.

The information provided is based on a general industry overview and is not specific to your business operation. Each operation is unique and business decisions should be made after consultation with appropriate experts.



# Let us *sweeten* the deal.

*operational & menu support*



Beyond our range of high-quality products with brands guests love, we understand the meaning of partnership and strive to offer you the right tools and innovative ideas to keep your dessert menu unique and best-in-class.

- Marketing Intelligence and consumer insights in dessert category
- National broker network to support any size operation
- Menu inspiration and support from our team of chefs
- Nutrition, Health & Wellness consultation
- Dedication to food safety and quality assurance
- "Made with Nestlé Toll House" co-branding opportunities

Nestlé Toll House Morsels	Pack Size	Nestlé Code	GTIN/UPC
Semi-Sweet Chocolate Chunk Morsels	25 lb. bulk	11002943	10028000742840
Semi-Sweet Mini Morsels	25 lb. bulk	11002937	10028000745100
Semi-Sweet Morsels	50 lb. bulk	11002944	10028000744509
White Premier Morsels	25 lb. bulk	11000650	10028000746800
<b>Nestlé Toll House Frozen Cookie Pucks</b>			
Chocolate Chip	8 (30x1.5 oz.)	12326150	00013800415295
Macadamia Nut with White Premier Morsels	8 (15x2 oz.)	11003902	10013800414585
Mini Chocolate Chip	8 (60x0.5 oz.)	11003898	10013800414523
Oatmeal	8 (15x2 oz.)	12156686	00013800470393
Peanut Butter with Peanut Butter Morsels	8 (30x1.5 oz.)	12326099	00013800248558
Sugar	8 (15x2 oz.)	12034382	00013800877468
Triple Chocolate Chip with White Chocolate and Semi-Sweet Morsels	8 (30x1.5 oz.)	12326098	00013800259745
<b>More Nestlé Portfolio</b>			
Libby's® 100% Pure Pumpkin	#10 Can: 6x106 oz.	11000363	10039000045169
Nestlé Carnation® Evaporated Milk	#10 Can: 6x97 fl. oz.	11002753	10050000010711
Nestlé Carnation® Original Malted Milk Canister	6x2.5 lb.	11002023	00050000549009
Nestlé Toll House Brownie Batter	4x5 lb. tub	12034350	00074826720046

*Explore possibilities for your menu.*  
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 Inventory #: S-8855  
 1 Technomic, 2017  
 2 Datensential SNAP, 2017  
 3 Pumpkin SNAP food profile, February 2018  
 4 Condensed Milk SNAP food profile, February 2018