



# TWO TRACKS, ONE OUTCOME

High ROI Apple Sauce & Fruit Fillings Operator  
benefits & ROI for Musselman's® Apple Sauce and  
Lucky Leaf® Fruit Fillings/Toppings



— Musselman's® & Lucky Leaf®

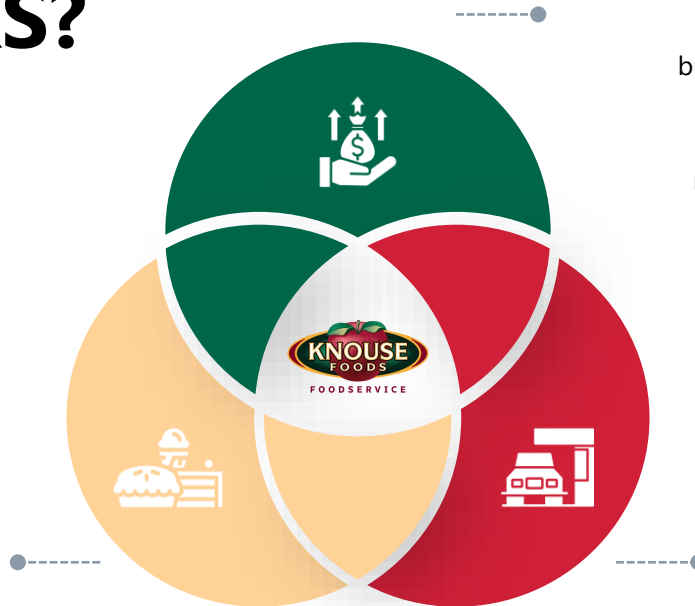
# EXECUTIVE SUMMARY

Knouse Foodservice is proud to be a trusted partner across multiple segments in the Foodservice Industry. We know that, as an operator, you need **high-margin items that are fast to make, easy to train, and consistent under pressure**. Creative, customizable desserts built on Musselman's Apple Sauce (including shelf-stable cups/pouches) and Lucky Leaf Fruit Fillings/Toppings (with Clean Label and Premium tiers) check every box—while avoiding the menu-mix downside that many appetizers create (share an app → split an entrée).

Technomic's Menu Trends data reinforces this direction: **guests who purchase apple sauce spend +\$15.00 more per visit and are 5.8% more satisfied with their experience** (Source: Technomic Ignite Consumer order insights data, Q2 2024-Q2 2025). This whitepaper separates the story into two clear tracks, Apple Sauce and Fruit Fillings/Toppings, so culinary, operations, and marketing teams can deploy quickly with minimal training and measurable ROI.



# WHY TWO TRACKS?



## Quick Build, High ROI

Both deliver 2–4-step builds in <60 seconds, low training overhead, and strong margin per minute—with far less risk of entrée cannibalization than appetizers.

## Different jobs to be done.

Apple Sauce covers sides and better-for-you cues and doubles as a dessert base (including a frozen sorbet option); Fruit Fillings/Toppings power photogenic, premium desserts & toppings and seasonal LTOs with Clean Label/Premium choices.

## Different stations.

Apple Sauce lives easily on kids' meal lines, drive-thru, and hot/cold wells; Fruit Fillings/Toppings thrive at expo, shake, and dessert stations.

# MENU-MIX REALITY: DESSERTS VS. APPETIZERS

## Apps Can Cannibalize Entrées



"Let's split an app and share a main" often replaces an entrée.

## Desserts Add A Course



A "small splurge" typically adds to the check after entrées are decided, with minimal hot-line impact.

# MUSSELMAN'S® APPLE SAUCE



## What It Is & Where It Fits

- **Formats:** Shelf-stable single-serve **cups/pouches** and multi-serve PET jars; #10 apple sauce for hot or cold builds.
- **Best for:** kids' sides, better-for-you swaps, quick desserts, drive-thru and kiosk add-ons, and bundle economics.



## Operator benefits

- **Training-light:** Day-one competency with a 10–15 minute huddle and simple portion too (#16 scoop, 2-oz spoodle).
- **Fast:** Sub-60 second assembly for most builds (cup top-offs, warm apple cup, parfait starts).
- **Consistent:** Spec'd texture/flavor year-round; sealed, shelf-stable portions reduce shrink.
- **Flexible:** Hot or cold; travels well; works across QSR, fast casual, C&U, healthcare, senior living, cafés.



## Quick Build Recipe Example

- **Warm Apple Sauce Cup:** 4 oz warm apple sauce or warm sliced/diced apples + crumb + whipped.
- **Applesauce Parfait:** 4 oz sauce + granola + fruit drizzle.
- **Frozen Applesauce Sorbet Cup:** freeze applesauce cups and serve as a clean, fruit-forward sorbet.
- **4Kids' Bundle:** swap applesauce for fries; dessert upsell at payment screen.



# LUCKY LEAF® FRUIT FILLINGS/ TOPPINGS

(CLEAN LABEL & PREMIUM)

LUCKYLEAF®



## What it is & where it fits

- **Flavors and tiers:** Clean Label and Premium options for parfaits, cheesecake jars, sundaes, hand pies, shakes/floats, dessert tacos.
- **Best for:** photo-forward desserts, LTO calendars, drive-thru jars/hand pies, suites and catering.



## Operator benefits

- **Labor-light:** 2-4 steps, nearly all cold-side assembly; easy to pre-portion bases and finish to order.
- **Training-simple:** One page of make-cards; consistent flavor and appearance across CL/Premium tiers.
- **Waste-smart:** Recloseable pails/#10s, FIFO labeling; predictable yield.
- **Marketing-ready:** Seasonal rotation (cherry, apple, lemon, peach) boosts novelty without adding complexity.



## High-performing builds (<60 sec)

- **Cherry-Cheesecake Shake:** cream cheese + cherry filling + ice cream + cream soda.
- **Blueberry Lemon Parfait:** Lemon filling + vanilla base + blueberry accent.
- **Apple Pie Sundae:** apple filling + vanilla ice cream + whipped cream + crumb.
- **Peach Crisp Trifle:** granola + peach fruit filling + vanilla pudding



# DEPLOYMENT BLUEPRINT (BOTH TRACKS)

## Menu placement & bundles



- > Dessert trio board: **Warm Apple Sauce Cup, Parfait/Jar, Shake**; seasonal fourth rotates monthly.
- > Bundle: **Entrée + Mini Dessert + Beverage** to protect entrée pricing while raising attachment.

## Risk & mitigation



- > **Sugar perception:** Lead with **fruit-forward** language; offer mini sizes; highlight **Clean Label** options.
- > **Rush bottlenecks:** Keep assembly cold-side; cap to **3 hero SKUs + 1 seasonal**.

## THE TAKEAWAY

Split the deployment: Musselman's Apple Sauce for frictionless sides and fast dessert bases with clear training and ROI wins; Lucky Leaf® Fruit Fillings/Toppings for photo-forward desserts and seasonal LTOs that move quickly and travel well. **Together they deliver high margin per minute, easy training, and additive checks**—without the entrée cannibalization risk of appetizers. Add in **+\$15.00 spend and +5.8% satisfaction** among apple-sauce purchasers and the business case is clear. **Knouse Foods delivers dessert wins year round to every foodservice segment.**

