

Eli's Cheesecake Chronicle

Hand-Made · Decadent · Legendary · Natural Dairy · Highest Quality · Finest Ingredients

Issue 16, 2016

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The Hottest Trends in Dessert

Mini is still huge!



Mini Pies

Small desserts are still hot^{1,2,3} - guests can indulge without feeling guilty. In fact, one third of consumers say they're more likely to order dessert if a small portion is available¹. Eli's offers many miniature options, like Mini Pies (left), Cheesecake Cuties (1"x1" bites), and 3" Individual Cheesecakes. The three inch size of Eli's NEW Tart Collection makes a perfect individual portion, or cut into wedges for a mini taste (right). They're handmade with the finest ingredients like Madagascar vanilla, bittersweet chocolate ganache and tart lemon curd, baked in our housemade all-butter pâte sucrée crust.



Lemon Tart wedges with blueberries & meringue

Hybrid Desserts



Cinnamon Roll Streusel Cheesecake

It began with the Cronut (a croissant crossed with a donut) and now it's one of the hottest dessert trends^{2,4} for 2016. We're starting to see Brookies (Brownie + Cookie), Muffles (Muffin + Waffle) and more. Eli's Pastry Chefs are experts at combining cheesecakes with other classics like our Cinnamon Roll Streusel (left), Hot Chocolate (right) and Red Velvet Cheesecakes... it's like two desserts in one! Also NEW at Eli's is our Cheesecake Tart - everything you love about a decadent tart with a flaky, buttery pastry crust, combined with our Original Plain Cheesecake.



Hot Chocolate Cheesecake

Decadent Desserts



Butter Tart

Decadence is making a comeback! Based on a survey by Mintel⁴, 46% of U.S. consumers who eat desserts eat them as an indulgence; 42% are open to trying new flavors; 68% would like to see greater flavor variety; and 65% agree product taste is more important than nutrition. All of Eli's desserts are created by experienced pastry chefs to offer the best flavor and texture. Our new Butter Tart (left) is the ultimate decadence - an ooey, gooey, buttery filling (almost like a pecan pie without the pecans) in a flaky all-butter pâte sucrée crust.

Bioregions & Anti-Artificial Ingredients



"Local" has been one of the biggest trends over the past 10 years. But we're starting to recognize that nature defines which regions are best for which ingredients⁵. At Eli's we pride ourselves in supporting local businesses - but in our search for the finest ingredients, we source from the right location, including Michigan Apples & Cherries, Washington Blackberries, and Madagascar Vanilla. Artificial is Public Enemy #1⁶. Eli's is proud to use only pure Madagascar vanilla extract, real butter, and real sugar.

¹Bake Magazine, BakeMag.com, 12/22/15

²NRA What's Hot for 2016, 12/15

³Nation's Restaurant News, What to expect in 2016, 12/1/15

⁴Dessert/Sweet Flavor Trends, Mintel, 6/15

⁵Forbes' 2016 Food Trends, 12/15/15

⁶Nation's Restaurant News, 12 global food and beverage trends for 2016, 10/26/15

Holiday Plating & Pairing Guide



Eli's NEW Tarts are a delicious platform designing **luxurious single serving desserts!** Take these tarts to the next level with just a few, simple ingredients. Transform our **Salted Caramel Tart** into a Turtle Tart with pecans and whipped mousse. Other delicious toppings include toasted coconut, chocolate straws, and frosting. The possibilities are endless!

Eli's **Butter Tart** is delicious **served warm!** Remove frozen tarts from packaging and warm on a parchment-lined baking sheet, 1"-2" apart, at 350°F for 6-8 minutes (thawed tart, warm for 4-5 minutes). Allow to rest for 1 minute at room temperature before serving. Enhance the buttery flavor with a scoop of vanilla ice cream, or serve with a side of caramelized, bourbon glazed apples.



Eli's **Original Plain Cheesecake** is the perfect canvas for creating **holiday-inspired desserts** your customers will love. Indulge them with a **Caramel Pecan Cheesecake**: Add a pool of caramel sauce to a chilled dessert plate. Sprinkle the border with chopped pecans. Top with a slice of Original Plain Cheesecake, add more caramel and pecan halves, and add two rounds of dried apples (left). A more traditional holiday plating idea is to top Eli's Original Plain Cheesecake with a **honey cranberry compote**, finishing the plate with a drizzle of chocolate ganache and fresh mint leaves.

Honey Cranberry Compote (Approx. 12 servings): Heat 1 lb. (about 4 cups) fresh cranberries, 0.5 cup granulated sugar and 1.5 cups honey in a large saucepan over medium heat, stirring occasionally, until cranberries pop and sauce thickens (about 10 minutes). Stir in 1 tsp. vanilla. Chill until service.

Holiday Beverage Pairing Ideas



Two wines that are great to serve with Eli's **Pumpkin Pie Cheesecake** are late harvest Rieslings or Tawny Ports. The late harvest Riesling is sweet with an almost smokey flavor, from aging, that stands on its own against the robust spices in the cheesecake and doesn't overpower the palette. Tawny ports also stand up to the flavors in this cheesecake, bringing out the flavor of the crust and enhancing the essence with its "nuttiness" from aging in a wooden barrel.



A lighter, sweet stout pairs perfectly with Eli's **Pumpkin Praline Cheesecake**. The dark roasted elements of a stout pair brilliantly with the sugar and spices. The contrast brings out the flavors and textures of both the cheesecake and beer. A Brown Ale would also be a strong pairing with Pumpkin Praline Cheesecake because the caramel-like flavor of the ale enhances the caramel praline topping without taking away from the flavor of the pumpkin.



Serve Eli's **Red Velvet Cheesecake** with a rich Ruby Port for a pairing that your customers will love. The sweet, dry wine will help bring out the notes of chocolate in the cheesecake and enhance the flavors. It is a great way to balance the sweet cheesecake without taking away from its flavor or becoming too bitter.



Two types of beer that will pair well with Eli's **Apple Bavarian Tart** are Brown Ales and Dunkelweizens. The Brown Ales have a caramelly flavor that enhances the sweet, fresh taste of the apple slices. With a more yeasty note, a Dunkelweizen will add a complementary flavor to the crust and the sweet, creamy custard.

Employee Profile: Diana Moles



Diana Moles, Vice President of Research and Development for The Eli's Cheesecake Company, wears two toques - one creative and the other technical. Diana oversees research and development of new products for domestic and foreign markets and directs the process and application of baking technology. Her deep understanding of food science allows her to magically turn concept into reality. Her professional training includes time at the American Institute of Baking and the Culinary Institute of America. An award-winning pastry chef, Diana is also a member of Les Dames d'Escoffier. She teaches cooking and fine pastry classes in the Chicago area, co-authored The Eli's Cheesecake Cookbook, and is an advocate for people with disabilities.

Eli's Upcoming Shows & Events

International Flight Services Association Show (IFSA)

September 19 - 21
Chicago, IL · Booth #330

Chicago Gourmet

September 25 · 3:30-6pm
Millennium Park · Chicago, IL

Chicago's Magnificent Mile Light's Festival

November 18 · 4-8pm
November 19 · 11am-4pm
Pioneer Court · Chicago, IL

Founder's Day

January 22, 2017
The Eli's Cheesecake Co.
Chicago, IL

Chicago Restaurant Week

January 27 - February 9, 2017
The Eli's Cheesecake Co.
Chicago, IL

National Restaurant Association Show (NRA)

May 20 - 23, 2017
McCormick Place
Chicago, IL · Booth #1624

For more events & information, visit:
foodservice.elicheesecake.com/shows-events/

Eli's Corporate Responsibility



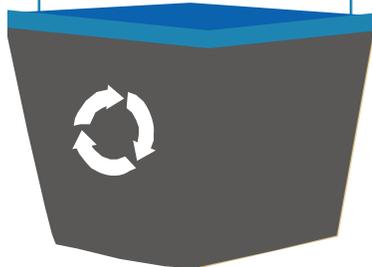
We are part of Slow Food USA which works to link the pleasures of the table with a commitment to protecting the community and environment that provides us with our food.

Our foodservice packaging is 100% recyclable and part of the sustainable forestry initiative, based on principles that promote sustainable forest management. These combined reclamation efforts reduced our landfill pickups by over

60%



We recycle many of our non-food products; including paper, corrugated boxes, aluminum, light bulbs, ink toner cartridges, machine oil, and plastic buckets



We value our strong partnership with The Chicago High School of Agricultural Sciences (CHSAS), where we offer students job shadowing, scholarships, internships and a speaker series during the summer to provide students with an education in eco-friendly agriculture. The honey used in our desserts comes from the school's student-maintained hives.

We donate over 21 tons of desserts to help feed people in need each year



We provide desserts to over 600 organizations annually to support their fundraising efforts.

We're proud to participate in sustainable food events in Chicago, including the Good Food Festival & Green City Market. And every Earth Day we hold our annual clean-up of Seneca Park and the Eli M. Schulman Playground



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Join our mailing list: foodservice.elicheesecake.com/join-mailing-list/ or call 800-ELI-CAKE

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