

Custom Seasonal Cakes and Cupcakes Q4

NEW!!! Check your Admin –
Many seasonal Cake and Cupcake designs have been pre-added

celebration**IQ**[™]



Halloween – Can add as custom



#63007 Happy Halloween
Icons Layon



#28190 Trick or Treat Banner
Layon



#29534 Candelabra Vertical
Layon



#63044 Cauldron Layon



#62972 Crashing Witch
Layon



#24070 Spider & Bat Layon

Halloween – Already added within Admin



BEETLEJUICE Cupcake
Rings

#29541 - 72/PKG



Classic Monster
Assortment Cupcake
Rings

#21374 - 144/PKG



Ghosts Cupcake Rings

#28194 - 144/PKG



Halloween Cuties
Cupcake Rings

#28196 - 144/PKG



Jack-O'-Lanterns Cupcake
Rings

#28202 - 144/PKG



Metallic Skull Cupcake
Rings

#29625 - 144/PKG



Spooky Bat Cupcake
Rings

#29616 - 144/PKG



Vintage Fright Cupcake
Rings

#28195 - 144/PKG



Witching Hour Cupcake
Rings

#28193 - 144/PKG



Ghoulish Spider and Web
Cupcake Rings

#20975 - 144/PKG



Halloween Characters
Cupcake Rings

#38642 - 144/PKG



Disney Hocus Pocus
Forever Bewitching
Cupcake Rings

#28221 - 72/PKG

Dia de los Muertos – Can add as custom



#27377 La Calavera Mask
Pop Tops®

Día de los Muertos
Día de los Muertos
Día de los Muertos
Día de los Muertos



#29807 Dia de los Muertos
Script Layon



#29536 El Catrin and La
Catrina Skulls Layon

Dia de los Muertos – Already added within Admin



Thanksgiving / Fall – Can add as custom



#27924 Fall Banner Layon



#25947 Autumn Harvest
Pop Tops®



Be Thankful DecoPics®

#23851 - 72/PKG



Cutout Pumpkin
DecoPics®

#24058 - 144/PKG



Happy Thanksgiving
DecoPics®

#28912 - 144/PKG



Thanksgiving Turkeys
DecoPics®

#29533 - 144/PKG



Fall Leaves DecoPics®

#17415 - 144/PKG

Thanksgiving / Fall – Already added within Admin



#29535 Thanksgiving Cross-Stitch Easel Back Layon



Thankful for Fall Cupcake Rings

#21381 - 144/PKG



Traditional Pumpkin Cupcake Rings

#21040 - 72/PKG



Autumn Leaves Foil DecoPics®

#22831 - 144/PKG



Flowers & Feathers Cupcake Rings

#27544 - 144/PKG



Harvest Friends Cupcake Rings

#22830 - 144/PKG



Sunflower Cupcake Rings

#29016 - 144/PKG



Thanksgiving Cuties Cupcake Rings

#28256 - 144/PKG

Christmas – Can add as custom



CHRISTMAS DEER ASSORTMENT
#29700 Vertical Layon
12/Pkg – 2.25" x 6.15" h



MERRY CHRISTMAS DEER
#27617 Vertical Layon
12/Pkg – 2.25" x 6.15" h



#28914 Merry & Bright
Banner Layon



#24487 Christmas Tree
Layon



#22579 Gingerbread House
and Man Layon



SANTA AND REINDEER
#21438 Layon
24/Pkg – 4.85" x 3.05"



SANTA IN SLEIGH
#27111 Layon
12/Pkg – 5" x 3.1"



Winter Cheer Assortment
Pop Tops®

#26269 - 12/PKG



Holly Jolly Assortment Pop
Tops®

#29711 - 12/PKG



#29710 Holly Jolly
Assortment Vertical Layon



Christmas – Already added within Admin



Christmas Cuties
Cupcake Rings

#28358 - 144/PKG



Festive Stockings
Cupcake Rings

#23100 - 144/PKG



Gingerbread Friends
Cupcake Rings

#28359 - 144/PKG



How The Grinch Stole
Christmas Assortment
Cupcake Rings

#29698 - 72/PKG



Holiday Icon Cupcake
Rings

#19007 - 144/PKG



Elf 'Smiling's My Favorite'
Cupcake Rings

#28935 - 72/PKG



Holiday Gnomes Cupcake
Rings

#26266 - 144/PKG



Holly Jolly Cupcake Rings

#29666 - 144/PKG



Santa Claus Cupcake
Rings

#27117 - 72/PKG



Light it Up Cupcake Rings

#20724 - 144/PKG



Reindeer Face Cupcake
Rings

#38817 - 72/PKG



Santa Face Cupcake Rings

#38823 - 72/PKG

Christmas – already added within Admin



Whimsical Assortment
Cupcake Rings

#18838 - 144/PKG



Christmas Assortment
DecoPics®

#28911 - 144/PKG



Feliz Navidad DecoPics®

#23132 - 144/PKG



Holiday Icons DecoPics®

#24591 - 144/PKG



Holiday Sweets Cupcake
Rings

#63076 - 144/PKG



Tree and Ornament Icons
DecoPics®

#26238 - 144/PKG



Holiday Gifts DecoPics®

#14579 - 72/PKG



Angelic Assortment
Cupcake Rings

#23110 - 144/PKG



Christmas Bauble
Cupcake Rings

#27803 - 144/PKG



Fillable Festive Presents
Cupcake Rings

#63043 - 72/PKG

Hanukkah – Already added within Admin



Happy Hanukkah Vertical
Layon

#29681 - 12/PKG



Hanukkah Assortment
Cupcake Rings

#28919 - 72/PKG



Star of David DecoPics®

#29702 - 72/PKG

New Years – Check Admin



#27083 Cheers Banner
Layon



Bright New Year Cupcake
Rings

#28934 - 144/PKG



New Year's Countdown
Assortment DecoPics®

#24488 - 144/PKG



Toasting Glasses
DecoPics®

#24491 - 144/PKG



Countdown to the New
Year Vertical Layon

#29657 - 12/PKG



Champagne Cheers
Layon

#63108 - 12/PKG



Countdown to the New
Year Cupcake Rings

#29695 - 144/PKG



Countdown to the New
Year DecoPics®

#63107 - 144/PKG

Winter – Already added within Admin



#17300 Powder Power
DecoSet®



Winter Friends Cupcake
Rings

#28921 - 144/PKG



Winter Wonderland
Assortment Cupcake
Rings

#24485 - 144/PKG



Blue Snowflake Cupcake
Rings

#6748 - 144/PKG



Holographic Glitter
Snowflake Cupcake Rings

#38731 - 144/PKG

Customer Experience – Cupcakes



A SCHELLENBERG DEMO
(785) 317-0190
3500 THURSTON AVE
ANOKA, MN 55303

Landing
Page

Featured Cakes

 Cupcakes	 Video Games & Apps	 Donuts	 Mythical
 Toy Kits	 Personal Photo	 Balloons and Presents	 Personalize Designs
 Football	 Marvel's Spider-Man™		

Create Your Cake

CHOOSE YOUR CAKE SIZE:

 Serves 6 6 Pack Cupcakes	 Serves 12 12 Pack Cupcakes
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Cake
Build
View



CHOOSE YOUR CAKE FLAVOR:

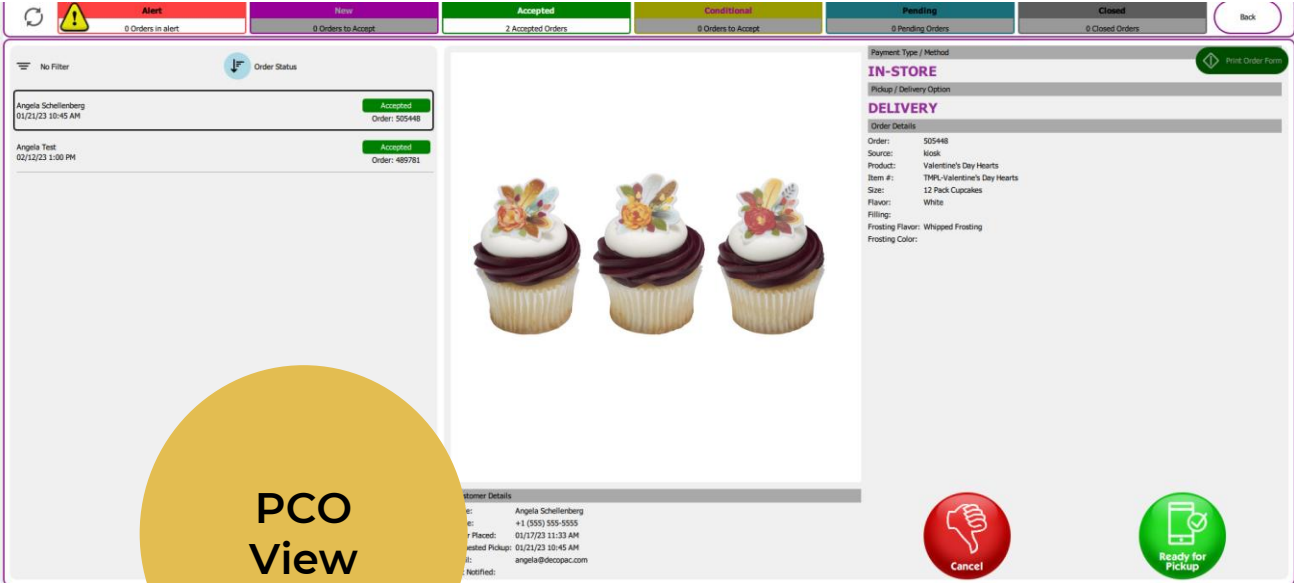
 + \$11.99 Chocolate	 + \$11.99 Marble	 + \$11.99 White
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CHOOSE YOUR FROSTING FLAVOR:

Changes are not reflected in preview.
Please note that your cake may have some design variations.

Decoration: \$5.00
Size: 12 Pack Cupcakes
Flavor: White + \$11.99
Order Total: \$16.99 Price does not include tax.
CONTINUE

Decorator Experience



PCO
View

Admin
View



Customer Details
Payment: In Store
Name: Angela Schellenberg
Phone: +1 (555) 555-5555
Order Placed: 01/17/23 10:33 AM
Requested Pickup: 01/21/23 10:45 AM
Email: angela@decopac.com
Product Pickup Option: DELIVERY
Order Status:
☒ Accepted - No changes needed

Cake Details
Product: TMPL-Valentine's Day Hearts
Valentine's Day Hearts
Size: 12 Pack Cupcakes
Flavor: White
Frosting Flavor: Whipped Frosting
Background Type: Standard

Send Ready for Pickup Notification
Print Cancel Order

Adding Custom Cupcake Designs to Individual Bakeries

1. Log into Admin site
2. Select Custom Cake Size
3. Select new custom cake size.
4. Fill out name, description, servings, upload icon.
5. Save-custom size created.
6. Select Custom Cakes
7. Select New
8. Fill in Description
9. Fill in Number
10. Select Age Group
11. Select categories recommend 2-3
12. Select cake Design
13. Cake Sizes(can select multiple options)
14. Add keywords for customers to search item
15. Upload Image
16. Select create custom cake Adding in Custom Cake Designs to individual bakeries
17. Add Flavors-Cakes/Flavors
18. Select Edit
19. Choose cake flavor
20. Select Yes-add price to flavor.
21. Save
22. Repeat steps 18-21 for fillings and frosting options.

2-5

6-16

17-21

New Custom Cake Sizes

Name
6 pack

Description
six pack of cupcakes

Servings
6

Icon
Use the default icon shown or upload your own.
Find icons at celebrationpics.com/icons.
Note: (if you choose to upload an image that is not from celebrationpics.com/icons, make sure that it is a PNG, it is 72 DPI and 200px by 200px.)
WARNING: By law, copyrighted materials (e.g., logos, permission of the copyright holder. Unauthorized use is prohibited.)

Custom Cake

☒ Active

Description
Celebration Day Heats

Long Description

Keywords
HAPPY Celebration Day Heats

Gender
Neutral

Photo Upload
Photo Upload (Click to select multiple options)

Age Group (Click to select multiple options)

Categories (Click to select multiple options)

Color Design
HAPPY Celebration Day Heats

Color Name (Click to select multiple options)

Color Description
HAPPY Celebration Day Heats

Color Price
\$0.00

Trademark

Search Keywords
Cupcake, Celebration Day Heats

Images
Note: Image file must be a PNG, JPG or GIF format.
Max file size is 200KB.
WARNING: By law, copyrighted materials (e.g., logos, photographs, designs, images, cartoon characters, etc.) may not be reproduced without permission of the copyright holder. Unauthorized use of copyrighted materials can lead to civil and criminal penalties and fines.

Upload Image
Choose File No file chosen

Upload Image
Choose File No file chosen

Upload Image
Choose File No file chosen

Upload Image
Choose File No file chosen

☐ Show Older Warning: Choking hazard for small parts, not for children under 3

☐ Allow Photo Upload

Cake Flavors

☒ YES	☐ Cake Flavored
☒ YES	☐ Chocolate Chip
☒ YES	☐ Pumpkin
☒ YES	☐ Sugar
☒ YES	☐ Chocolate Chip
☒ YES	☐ Apple
☒ YES	☐ Pecan
☒ YES	☐ Glazed Donut
☒ YES	☐ Chocolate Cake Flavored
☒ YES	☐ Chocolate
☒ YES	☐ Marble
☒ YES	☐ Red Velvet
☐ NO	☐ Tres Leches
☒ YES	☐ White
☐ NO	☐ Carrot
☒ YES	☐ Yellow
☐ NO	☐ Variety

Cake Size

Pumpkin Pie	☐ NO	\$0.00
48 Cookies	☐ NO	\$0.00
Donuts Party Pack	☐ NO	\$0.00
Bakery PhotoCake Cookie Cake	☐ NO	\$0.00
Cookie Cake	☐ NO	\$0.00
6 dozen cupcakes	☒ YES	\$9.99
6 pack	☒ YES	\$6.99
Graduation half sheet cake	☒ YES	\$7.99
24 Cookies	☐ NO	\$0.00
1/8 Sheet	☒ YES	\$19.99
1/4 Sheet	☒ YES	\$25.99
1/2 Sheet	☒ YES	\$1.00
Full Sheet	☒ YES	\$49.99
Pull Apart Cupcake Cake	☐ NO	\$0.00
7" Round	☐ NO	\$0.00
8" Round	☒ YES	\$25.99
9" Round	☐ NO	\$0.00
10" Round	☐ NO	\$0.00
Signature	☐ NO	\$0.00
Simple Signature	☐ NO	\$0.00
Petite Signature	☐ NO	\$0.00
1 Cupcake	☐ NO	\$0.00
6 Pack Cupcakes	☒ YES	\$9.99
12 Pack Cupcakes	☒ YES	\$11.99
24 Pack Cupcakes	☒ YES	\$23.99
Signature Cupcake Platter	☐ NO	\$0.00
As Shown	☒ YES	

☒ [Cake Size Information](#)

Directions:
Update the cake flavors, sizes and prices that you bakery offers, or adjust your pricing. Anticipating more updates in the future? No problem. This page always available to edit so your customers are always shown your latest cake options.
Note: Most bakeries only have a base price for Signature Cakes.

DECOPAC

Adding Custom Cupcake Designs to Bakeries Websites Thru Mass Updates

1. Log into Mass Updates
2. Select Custom Cakes
3. Create New Cake
4. Fill out Description
5. Fill out Number
6. Price in Dollars
7. Categories-recommend 2-3
8. Select cake design
9. Select cake size
10. Add keywords for searching
11. Upload image
12. Check mark "Push to locations after saving" along with any other additions to cake build.
13. Select save to create custom design.
14. Select Cake Flavors
15. Select a Cake Flavor
16. Checkmark on left side options you would like to include.
17. Checkmark "include in options" and add a price to desired cake flavor.
18. Save when completed adding in flavor options.
19. Repeat steps 16-18 for cake filling & cake frosting options.

The screenshot shows the 'Custom Cakes' form in the Decopac system. A yellow circle labeled '2-13' highlights the left-hand section of the form, which includes fields for 'Select specific location(s)', 'Select cake design', 'Description', 'Keywords', 'Image', 'Categories', 'Cake Design', 'Cake Size', 'Push to locations', 'Keywords', and 'Images'. A second yellow circle labeled '14-18' highlights the right-hand section, which lists various cupcake designs (e.g., '6" and 8" Stacked Rounds', 'Cookie Cake', 'xix', 'new flavor', 'pi', 'DecoSizes1', 'ic', 'a size', 'tiac', 'Message Cookie', 'tiny cupcakes', '1/8 Sheet', '1/4 Sheet', '1/2 Sheet', 'Full Sheet', 'Pull Apart Cupcake Cake', '7" Round', '8" Round', '9" Round', '10" Round', 'Signature', 'Simple Signature', 'Petite Signature', '1 Cupcake', '6 Pack Cupcakes', '12 Pack Cupcakes', '24 Pack Cupcakes', 'Signature Cupcake Platter', 'As Shown') and a table for selecting flavors and prices for each design. The bottom of the form has 'Cancel' and 'Save' buttons.

Calendar of Events and Promotions

celebration**IQ**[™]



OCTOBER – CELEBRATE SURPRISE

Breast Cancer Awareness Month

1 – National Pumpkin Spice Day

10 – National Cake Decorating Day

14 – National Dessert Day

17 – National Sweetest Day

18 – National Chocolate Cupcake Day

24 – National Make a Difference Day

31 - Halloween

NOVEMBER – CELEBRATE GRATITUDE

1 – Día de los Muertos

1 – Daylight Saving Times Ends

6 – The Cat in the Hat Movie Opens

8 – National STEM/STEAM Day

10 - National Vanilla Cupcake Day

11 – Veterans Day

13 – World Kindness Day

18 - National Princess Day / Mickey Mouse Birthday

19 - National Play Monopoly Day

26 - Thanksgiving

26 – National Cake Day

DECEMBER – CELEBRATE GIVING

4 - Hanukkah

12 – Gingerbread House Day

15 – National Cupcake Day

18 – Avengers: Doomsday Movie Opens

21 – Winter Solstice

22 – National Cookie Exchange

25 – Christmas Day

26 - Kwanzaa

31 – New Year's Eve