

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

Cake
Build
View



CHOOSE YOUR CAKE FLAVOR:

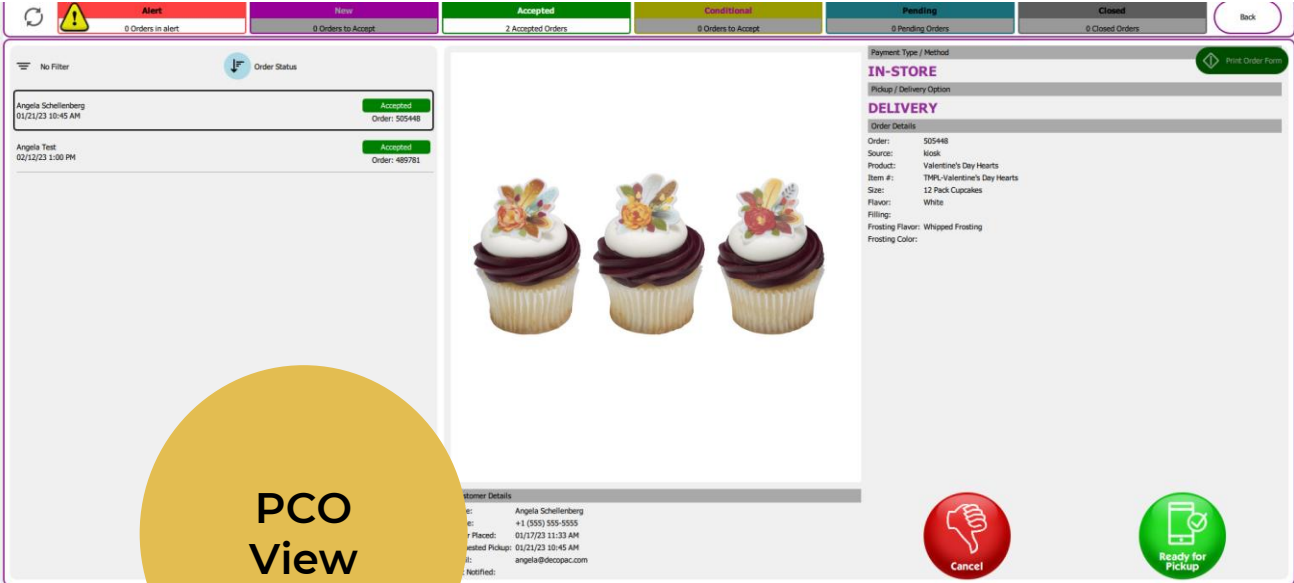
+ \$11.99 Chocolate	+ \$11.99 Marble	+ \$11.99 White

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

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.

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 celebrationip.com/icons

Note: If you choose to upload an image that is not from celebrationip.com/icons, make sure that it is a PNG file. For best results image size should be 72 DPI and 200px. Max file size is 200KB.

WARNING: By law, copyrighted materials (e.g., logos) require permission of the copyright holder. Unauthorized use

Upload Icon

[Reset Icon](#)



Cancel Save

Title:

Description *

Subscribers Day Heats

Long description

Number *

TUPL Subscribers Day Heats

Gender

Female

Weight in Kilograms

Weight in Pounds

Age Group (Hold Ctrl Key to select multiple options)

Where banner
position:
Four
width

Competition (Hold Ctrl Key to select multiple options)

Without the heats
without warm-up
heats
Final heat
Climax
Heat
Timing
Recess

Cube Design

RSP - Casualties Race

Cube Name (Hold Ctrl Key to select multiple options)

African elephants
Antelopes
Arctic foxes
Asian rhinos
Asian tigers
Asian elephants

Trade Mark

Name of keywords

Casualties Subscribers Day Heats

6-16

Images

Note: Image file must be a PNG, JPG or GIF format.
For best results, image size should be 32 DPI and 1000px by 1000px.
Max file size is 20MB.

WARNING: By law, copyrighted materials (logos, logos, photographs, designs, images, cartoon characters, etc.) may not be reproduced without permission of the copyright holder. Unauthorized use of copyrighted materials can result in civil and criminal penalties and fines.

Upload image Choose File	No file chosen	Webcam Position	Currently uploaded image: Remove image ☐ Remove
Upload image Choose File	No file chosen	Webcam Position	
Upload image Choose File	No file chosen	Webcam Position	
Upload image Choose File	No file chosen	Webcam Position	

☐ Small Object Warning: "Warning: Drawing found small parts, not for children under 3"

☐ Allow Pencil Description

☐ 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

NO

0.00

Cookie Cake

NO

0.00

6 dozen cupcakes

YES

9.99

6 pack

YES

6.99

Graduation half sheet cake

YES

57.00

24 Cookies

NO

0.00

1/8 Sheet

YES

19.00

1/4 Sheet

YES

25.00

1/2 Sheet

YES

51.00

Full Sheet

YES

74.00

Pull Apart Cupcake Cake

NO

0.00

7" Round

NO

0.00

8" Round

YES

25.00

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

5.99

12 Pack Cupcakes

YES

11.00

24 Pack Cupcakes

YES

23.00

Signature Cupcake Platter

NO

0.00

As Shown

YES

0.00

Base Price (\$)

0.00

0.00

0.00

0.00

0.00

9.99

6.99

57.00

0.00

19.00

25.00

51.00

74.00

0.00

0.00

0.00

0.00

0.00

5.99

11.00

23.00

0.00

0.00

Directions:

Update the cake flavors, sizes and prices that your bakery offers, or adjust your pricing. Anticipate more updates in the future? No problem. This is always available to edit so your customers are shown your latest cake options.

Note: Most bakeries only have a base price for Signature Cakes.

Cancel

Save

17-21

Adding Custom Cupcake Designs to Bakeries Websites Thru Mass Updates

- # Bakeries
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.

[illegible]

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