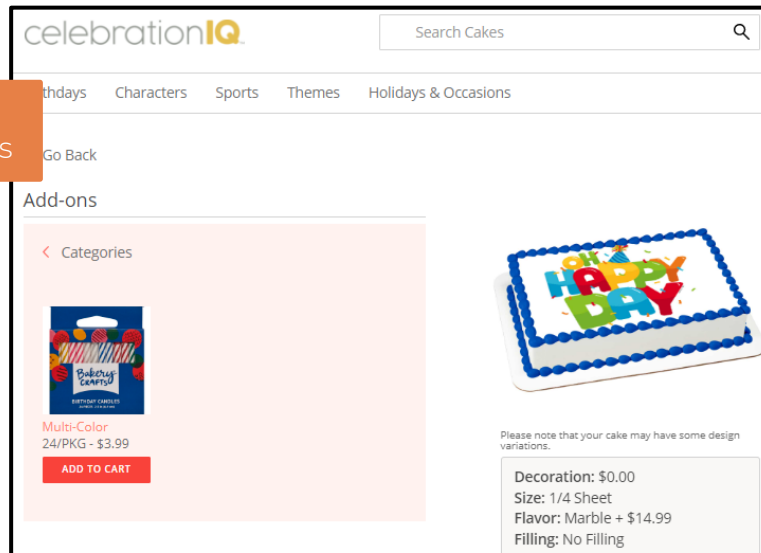


Improving your average CIQ order with candle add-ons

Strategy: Offer your customers the ability to add on candles to their personalized cake order. Keep it simple start by offering two styles. Use your current candle rack or the counter display box can be placed on your cake case or behind the case for easy decorator accessibility.

CIQ customers see over 4% of orders include a candle add-on!

Customer Ordering Process



Candle Counter Display Item #6557 12/pkg of Smooth & Spiral candles item #9687



Multi-Color Smooth & Spiral Candles Item #9687 (12/pkg)



Musical Happy Birthday Candles Item #8770 (12/pkg)

Musical Happy Birthday Candle Counter Display Item #37723 36/pkg



Improving your average CIQ order with candle add-ons

Numeral Options



Party Purple Numeral Candles 6/pkg

- #0 Item #6980
- #1 Item #6981
- #2 Item #6982
- #3 Item #6983
- #4 Item #6984
- #5 Item #6985

- #6 Item #6986
- #7 Item #6987
- #8 Item #6988
- #9 Item #6989
- ? Item #18193

Mini Gold Numeral Candles 6/pkg

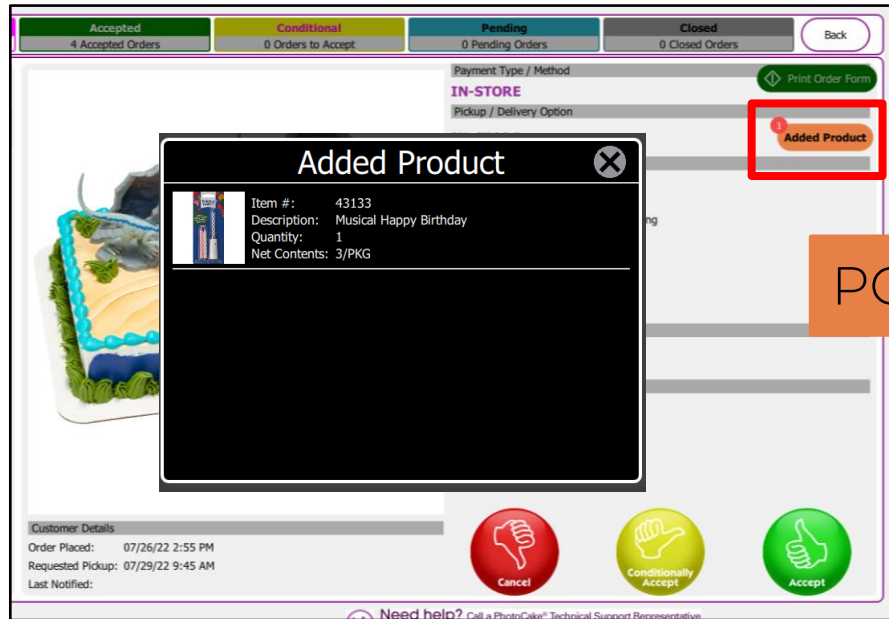
- #0 Item #24459
- #1 Item #24460
- #2 Item #24461
- #3 Item #24462
- #4 Item #24463
- #5 Item #24464

- #6 Item #24465
- #7 Item #24466
- #8 Item #24467
- #9 Item #24468
- ? Item #24469



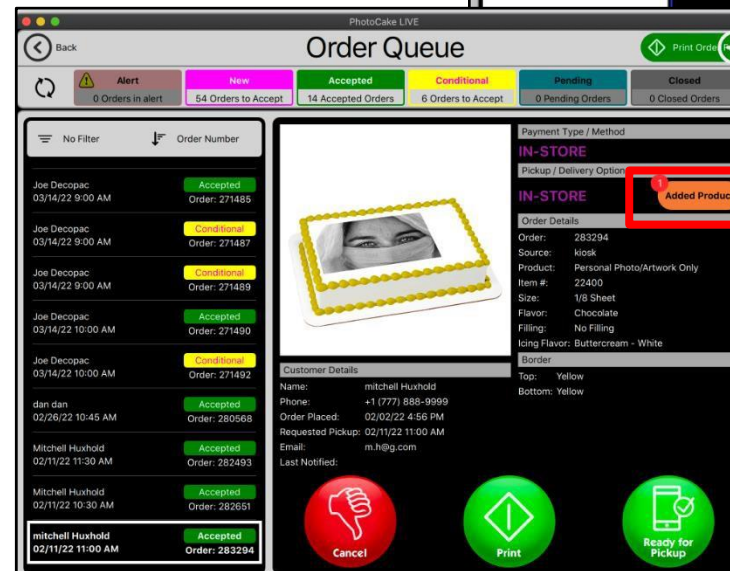
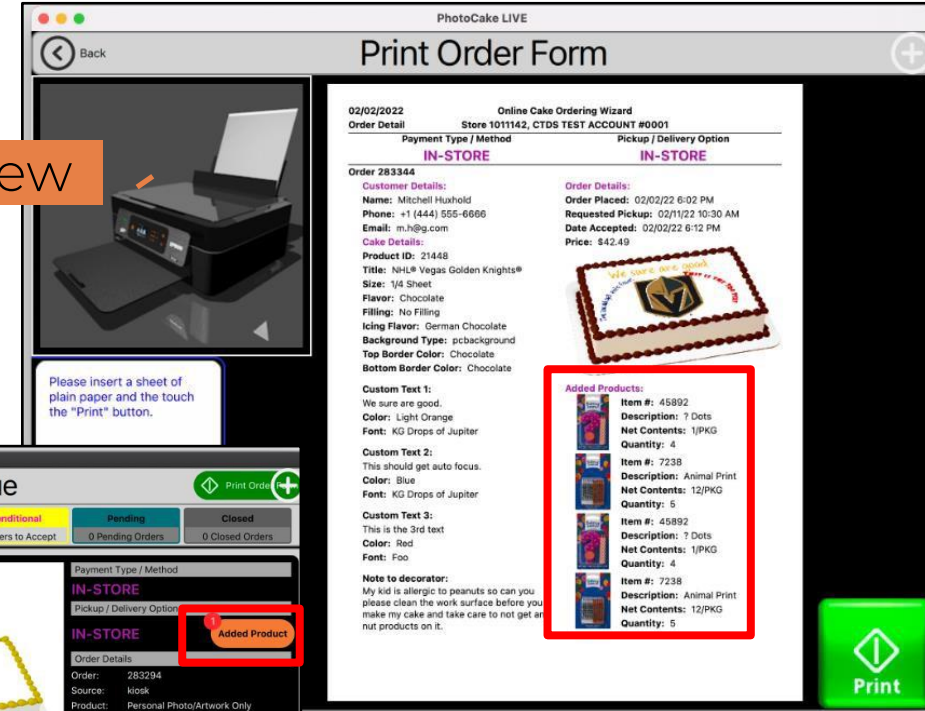
Candle Add- On

Decorator Experience: Candle order information will be included on your customer's order. If the order includes an add-on candle reference the item number and include with your cake order.



PCO View

PCLive View



Admin View

