Custom Seasonal Cupcakes Q1





Valentine's Day



#26521 Gold Hearts Cake Kit



#28349 Hearts Skewer



#27084 Happy Valentine's Day Banner Layon



#29112 Love and Hearts Banner Layon



#28337 Cross My Heart XOXO Layon



#47437 Bee My Valentine Pop Tops®



#23264 Love Layon



DECOPAC

#28346 Milagros Hearts Pop Tops®



Visit https://www.decopac.com/products/seasonal-holidays/valentines-day for more product offerings to add your own designs

Valentine's Day



#23278 Love Heart Cupcake Rings



#28345 Valentine Cuties Cupcake Rings



#28343 Candy Hearts Cupcake Rings



#21689 Cupid and Hearts Cupcake Rings



#41748 Bee Mine Cupcake Rings



#23262 Love is in the Air Cupcake Rings



#29040 Valentine Pencil Clip Cupcake Layon



#28344 Rainbow Love Cupcake Rings







Valentine's Day



#29881 Shimmer Hearts Cupcake Rings



#29788 Critter Cuties Cupcake Rings



#27629 Rainbow Prism Heart Cupcake Rings



#14777 Polka Dot Hearts Cupcake Rings



#29794 Not Sick of You Yet DecoPics®



#6282 Scroll Heart DecoPics®



#26477 Happy Valentine's Day Script DecoPics®



#26384 Gold Love Cupcake Layon

DECOPAC



Visit https://www.decopac.com/products/seasonal-holidays/valentines-day for more product offerings to add your own designs

Mardi Gras



#41269 Mardi Gras Baby Crown Necklace Set Layon (Necklace with Crown Charm) #41297 Mardi Gras Bead Necklace (Just the necklace)



#29117 Kings Cake Baby Assortment Layon



#29976 Life of the Mardi Cupcake Rings



#224739 Mardi Gras Celebration Cupcake Rings



#24737 Mardi Gras Glitter Mask DecoPics®



#38854 Fleru De Lis
Translucent DecoPics®



#16259 Mardi Gras Foil DecoPics®



Visit https://www.decopac.com/ or https://www.decopac.com/ products/seasonal-holidays/mardi-gras for more product offerings to add your own designs



St. Patrick's Day



#24565 3 Leaf Clover Pop Tops®



#29019 Three's A Charm Assortment Cupcake Rings



#41580 Shamrock Puffy Glitter Cupcake Rings



#21873 St. Patrick's Day Icons Cupcake Rings



#26340 Gold Lucky Cupcake Layon



#38837 Happy St. Pat's DecoPics®





Customer Experience – Cupcakes



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

Landing Page

Featured Cakes

































Create Your Cake

CHOOSE YOUR CAKE SIZE:







Cake **Build** View







CHOOSE YOUR CAKE 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

CHOOSE YOUR FROSTING FLAVOR:



Decorator Experience







Cake Details

Product: TMPL

Size: 12 Pack Cupcakes

Flavor: White

Frosting Flavor: Whipped Frosting Background Type: Standard

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

Send Ready for Pickup Notification

Print

Cancel Order

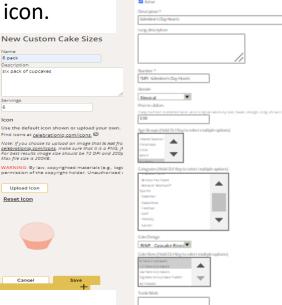




Adding Custom Cupcake Designs to Individual Bakeries

6-16

- 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
- 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.



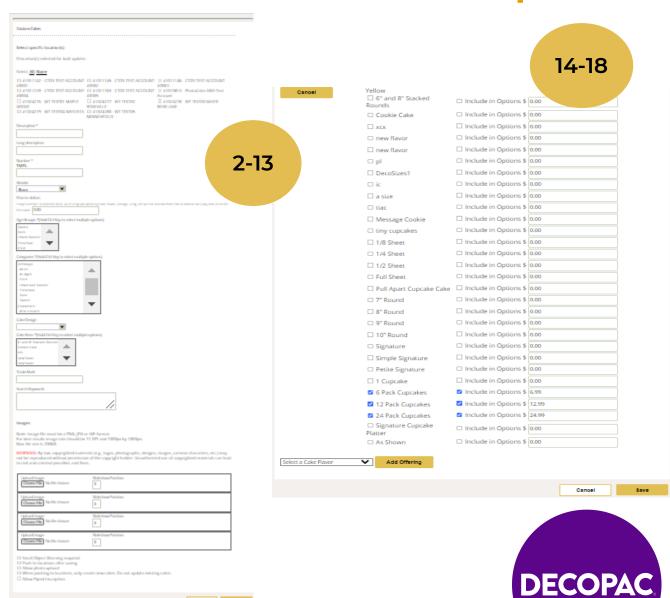
Const Fig. 1





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.



Calendar of Events and Promotions





JANUARY - CELEBRATE NEW

- 1 New Year's Day
- 5 National Whipped Cream Day
- 11 National Milk Day
- 18 National Winnie the Pooh Day
- 20 Martin Luther King Jr. Day
- 21 National Hugging Day
- 21 Set Valentine's in-store
- 23 National Pie Day
- 27 National Chocolate Cake Day
- 29 Chinese New Year
- 30 National Croissant Day
- 31 National Hot Chocolate Day



FEBRUARY - CELEBRATE LOVE

Black History Month

- 2 Groundhog Day
- 7 National Bubble Gum Day
- 9 Super Bowl LVI
- 13 Galentine's Day
- 14 Valentine's Day / Captain America: Brave New World Movie Opens
- 17 National Random Acts of Kindness Day
- 17 President's Day
- 20 National Muffin Day
- 24 Set Mardi Gras in-store
- 24 Mexican Flag Day
- 25 Set St. Patrick's Day in-store



MARCH - CELEBRATE LIFE

Women's History Month

- 4 Mardi Gras
- 7 Employee Appreciation Day
- 8 International Woman's Day
- 9 Barbie's Birthday
- 9 Daylight Savings
- 10 Mario Day
- 14 National Pi Day
- 17 St. Patrick's Day
- 20 Spring Equinox / International Day of Happiness
- 21 Snow White Movie Opens
- 31 Set Easter in-store

