

Custom Seasonal Cupcakes Q2

celebrationIQ™



Spring and Easter



#27021 Spring Floral
Cupcake Rings



#27022 Happy Spring
Banner Layon



#25470 Blossoming Flowers
Layon



#25443 Cute Bunny Faces
Cupcake Rings



#25474 Flowers Assortment
Cupcake Rings



#25338 Springtime Assortment
DecoPics®



#21692 Painted Eggs
Cupcake Rings



#28461 Easter Gnome
Pop Tops®

Mother's Day



#26873 Happy Mother's Day
Banner Layon



#25465 Best Mom Ever
Cupcake Rings



#28460 :a Mejor Mama de
Todas! Cupcake Rings



#28478 Feliz Dia de las Madres!
Layon



#28479 Mother's Day
Blooms Pop Tops®



#25440 Mom
DecoPics®

Father's Day



#29265 Super Dad Assortment Cupcake Rings



#28787 #1 Dad Assortment Cupcake Rings



#28786 Father's Day Plaid Pop Tops®



#28782 Happy Father's Day Layon



#27146 Hobby Dad Layon



#25503 Father's Day Hero Assortment Pop Tops®

Patriotic



#27925 Stars and Stripes
Forever Banner Layon



#38869 USA Flag
Layon



#27177 Fireworks
Skewer



#28790 Star
Skewer



#27176 USA Love
DecoPics®



#25493 USA
Cupcake Rings



#37916 American Flag
Cupcake Rings



#25614 Celebrate Liberty
Cupcake Rings

Summer



#29277 Tropical Vibes
DecoSet®



#27171 Summer Sayings
DecoPics®



#23750 Summer Fun
DecoPics®



#38622 Beach Cuties
Cupcake Rings



#28794 Cherry
Pop Tops®



#28514 Strawberry
Pop Tops®



#25601 Fruit Assortment
Cupcake Rings



#25505 Cool Summer Treats
Cupcake Rings

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
 Floral	 Football	 Marvel's Spider-Man™	

Cake Build View




Create Your Cake

CHOOSE YOUR CAKE SIZE:

 Serves 6 6 Pack Cupcakes	 Serves 12 12 Pack Cupcakes
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CHOOSE YOUR CAKE FLAVOR:

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

CHOOSE YOUR FROSTING FLAVOR:

Decorator Experience

The screenshot displays the PCO View interface. At the top, there is a status bar with tabs for Alert (0 Orders in alert), New (0 Orders to Accept), Accepted (2 Accepted Orders), Conditional (0 Orders to Accept), Pending (0 Pending Orders), and Closed (0 Closed Orders). Below this, there is a filter section with 'No Filter' and 'Order Status'. The main content area shows two order entries: one for Angela Schellenberg (01/21/23 10:45 AM, Order: 505448) and another for Angela Test (02/12/23 1:00 PM, Order: 489781). The central image shows three cupcakes with 'BUSY', 'DAD', and 'MOM' toppers. To the right, there is a 'Payment Type / Method' section with 'IN-STORE' and 'DELIVERY' options. Below that, 'Order Details' lists: Order: 505448, Source: Kiosk, Product: Valentine's Day Hearts, Item #: TMPL-Valentine's Day Hearts, Size: 12 Pack Cupcakes, Flavor: White, Filling: Whipped Frosting, Frosting Flavor: Whipped Frosting, Frosting Color: [blank]. At the bottom, there is a 'Customer Details' section with contact information for Angela Schellenberg. Two buttons are visible at the bottom right: a red 'Cancel' button and a green 'Ready for Pickup' button.

PCO View

Admin View



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

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

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

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, JFIF for best results image size should be 72 DPI and 200px Max file size is 200KB.
WARNING: By law, copyrighted materials (e.g., logo, permission of the copyright holder. Unauthorized

Upload Icon
Reset Icon

Cancel Save

6-16

Add Item

Description
Celebration Day Heats

Long Description

Number
12PK Celebration Day Heats

Gender
Neutral

Age Group
All Ages

Cake Design
ANY Cupcake Size

Cake Flavor
ANY Cupcake Size

Cake Size
ANY Cupcake Size

Upload Image
Upload Image
Upload Image
Upload Image

Cancel Save

Cake Flavors

<input type="checkbox"/>	Cake Flavored		
<input type="checkbox"/>	Chocolate Chip		
<input type="checkbox"/>	Pumpkin		
<input type="checkbox"/>	Sugar		
<input type="checkbox"/>	Chocolate Chip		
<input type="checkbox"/>	Apple		
<input type="checkbox"/>	Pecan		
<input type="checkbox"/>	Glazed Donut		
<input type="checkbox"/>	Chocolate Cake Flavored		
<input type="checkbox"/>	Chocolate		
<input type="checkbox"/>	Marble		
<input type="checkbox"/>	Red Velvet		
<input type="checkbox"/>	Tres Leches		
<input type="checkbox"/>	White		
<input type="checkbox"/>	Carrot		
<input type="checkbox"/>	Yellow		
<input type="checkbox"/>	Variety		

Cake Size

		Base Price (\$)
<input type="checkbox"/>	Pumpkin Pie	0.00
<input type="checkbox"/>	48 Cookies	0.00
<input type="checkbox"/>	Donuts Party Pack	0.00
<input type="checkbox"/>	Bakery PhotoCake Cookie Cake	0.00
<input type="checkbox"/>	Cookie Cake	0.00
<input checked="" type="checkbox"/>	6 dozen cupcakes	9.99
<input checked="" type="checkbox"/>	6 pack	6.99
<input checked="" type="checkbox"/>	Graduation half sheet cake	57.99
<input type="checkbox"/>	24 Cookies	0.00
<input checked="" type="checkbox"/>	1/8 Sheet	19.99
<input checked="" type="checkbox"/>	1/4 Sheet	25.99
<input checked="" type="checkbox"/>	1/2 Sheet	51.99
<input checked="" type="checkbox"/>	Full Sheet	74.99
<input type="checkbox"/>	Pull Apart Cupcake Cake	0.00
<input type="checkbox"/>	7" Round	0.00
<input checked="" type="checkbox"/>	8" Round	25.99
<input type="checkbox"/>	9" Round	0.00
<input type="checkbox"/>	10" Round	0.00
<input type="checkbox"/>	Signature	0.00
<input type="checkbox"/>	Simple Signature	0.00
<input type="checkbox"/>	Petite Signature	0.00
<input type="checkbox"/>	1 Cupcake	0.00
<input checked="" type="checkbox"/>	6 Pack Cupcakes	5.99
<input checked="" type="checkbox"/>	12 Pack Cupcakes	11.99
<input checked="" type="checkbox"/>	24 Pack Cupcakes	23.99
<input type="checkbox"/>	Signature Cupcake Platter	0.00
<input checked="" type="checkbox"/>	As Shown	

Directions:
Update the cake flavors, sizes and price that your 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.

Cancel Save

17-21



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.

2-13

14-18

Option	Price
<input type="checkbox"/> Yellow	\$ 0.00
<input type="checkbox"/> 6" and 8" Stacked Rounds	\$ 0.00
<input type="checkbox"/> Cookie Cake	\$ 0.00
<input type="checkbox"/> xcx	\$ 0.00
<input type="checkbox"/> new flavor	\$ 0.00
<input type="checkbox"/> new flavor	\$ 0.00
<input type="checkbox"/> pl	\$ 0.00
<input type="checkbox"/> DecoSizes1	\$ 0.00
<input type="checkbox"/> ic	\$ 0.00
<input type="checkbox"/> a size	\$ 0.00
<input type="checkbox"/> tiac	\$ 0.00
<input type="checkbox"/> Message Cookie	\$ 0.00
<input type="checkbox"/> tiny cupcakes	\$ 0.00
<input type="checkbox"/> 1/8 Sheet	\$ 0.00
<input type="checkbox"/> 1/4 Sheet	\$ 0.00
<input type="checkbox"/> 1/2 Sheet	\$ 0.00
<input type="checkbox"/> Full Sheet	\$ 0.00
<input type="checkbox"/> Pull Apart Cupcake Cake	\$ 0.00
<input type="checkbox"/> 7" Round	\$ 0.00
<input type="checkbox"/> 8" Round	\$ 0.00
<input type="checkbox"/> 9" Round	\$ 0.00
<input type="checkbox"/> 10" Round	\$ 0.00
<input type="checkbox"/> Signature	\$ 0.00
<input type="checkbox"/> Simple Signature	\$ 0.00
<input type="checkbox"/> Petite Signature	\$ 0.00
<input type="checkbox"/> 1 Cupcake	\$ 0.00
<input checked="" type="checkbox"/> 6 Pack Cupcakes	\$ 6.99
<input checked="" type="checkbox"/> 12 Pack Cupcakes	\$ 12.99
<input checked="" type="checkbox"/> 24 Pack Cupcakes	\$ 24.99
<input type="checkbox"/> Signature Cupcake Platter	\$ 0.00
<input type="checkbox"/> As Shown	\$ 0.00

DECOPAC

Calendar of Events and Promotions

celebration**IQ**[™]



APRIL – CELEBRATE HOPE

Grad Season Begins

1 – April Fools Day

3 - National Chocolate Mousse Day

5 – Passover Begins

9 – National Unicorn Day

11 – National Pet Day

14 – National Gardening Day

15 – Set Mother’s Day in-store

22 – Earth Day

24 – Administrative Professionals Day

28 – National Superhero Day

MAY – CELEBRATE ACHIEVEMENT

Military Appreciation Month

4 – Star Wars Day

5 - Cinco de Mayo

6 – National Nurses Day

7 – National Teacher’s Day

10 – Hispanic Mother’s Day

12 – U.S. Mother’s Day

15 - National Chocolate Chip Day

20 - World Bee Day

27 – Memorial Day

27 – Set Father’s Day in-store

31 – National Smile Day

JUNE - CELEBRATE UNIQUENESS

Pride Month

7 - National Chocolate Ice Cream Day

7 - National Donut Day

8 - National Best Friends Day

14 - National Movie Night

14 - U.S. Flag Day

14 - National Strawberry Shortcake Day

16 - Father's Day

19 - Juneteenth

20 - Summer Begins

23 - National Pink Day

26 - National Coconut Day