# Custom Seasonal Cupcakes Q2





# **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®



Visit <a href="https://www.decopac.com/products/seasonal-holidays/easter">https://www.decopac.com/products/seasonal-holidays/easter</a> or <a href="https://www.decopac.com/products/seasonal-holidays/spring">https://www.decopac.com/products/seasonal-holidays/spring</a> for more product offerings to add your own designs



# **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



Visit <a href="https://www.decopac.com/products/seasonal-holidays/patriotic">https://www.decopac.com/products/seasonal-holidays/patriotic</a> for more product offerings to add your own designs



## **Summer**



#29277 Tropical Vibes DecoSet®



#28794 Cherry Pop Tops®



#27171 Summer Sayings DecoPics®



#28514 Strawberry Pop Tops®



#23750 Summer Fun DecoPics®



#25601 Fruit Assortment Cupcake Rings



#38622 Beach Cuties Cupcake Rings



#25505 Cool Summer Treats
Cupcake Rings







# **Customer Experience – Cupcakes**



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

Page

# Landing



CHOOSE YOUR CAKE SIZE:



6 Pack

Cupcakes

CHOOSE YOUR CAKE FLAVOR:



Cake Build View







#### Featured Cakes





























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-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

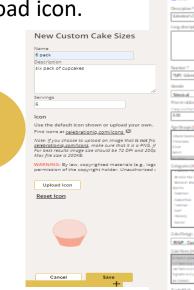
Cancel Order

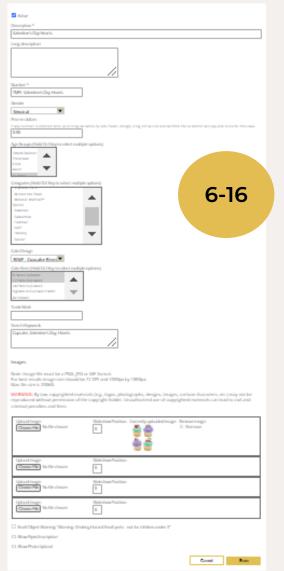




# Adding Custom Cupcake Designs to Individual Bakeries

- 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
- 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.



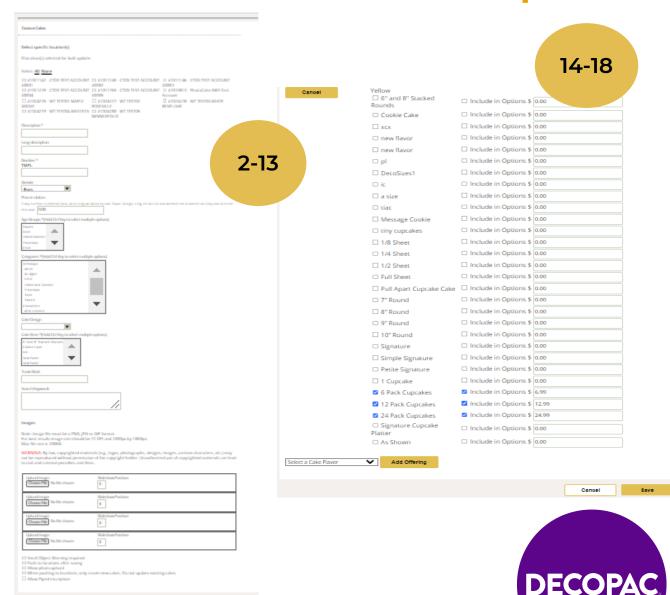






# Adding Custom Cupcake Designs to Bakeries Websites Thru Mass Updates

- 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





#### **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 ACHEIVEMENT

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

