

Custom Seasonal Cupcakes Q4

celebrationIQ™



Halloween



#29481 Disney Tim Burton's
The Nightmare Before
Christmas
DecoSet®



#28190 Trick or Treat Banner
Layon



#29534 Candelabra Vertical
Layon

Halloween



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



Disney Tim Burton's The Nightmare Before Christmas Jack, Sally, and Oogie Boogie Cupcake Rings

#28222 - 72/PKG

Dia de los Muertos



#27377 La Calavera Mask
Pop Tops®



Día de Los Muertos Spirit
Cupcake Rings

#24089 - 144/PKG



Papel Picado Banner
Cupcake Rings

#29537 - 144/PKG



La Calavera Mask
Cupcake Rings

#28908 - 144/PKG



Día de los Muertos
Assortment Cupcake
Rings

#27354 - 144/PKG

Thanksgiving / Fall



#27924 Fall Banner Layon



#29535 Thanksgiving Cross-Stitch Easel Back Layon



#25947 Autumn Harvest Pop Tops®



Flowers & Feathers Cupcake Rings

#27544 - 144/PKG



Harvest Friends Cupcake Rings

#22830 - 144/PKG



Harvest of Hues Cupcake Rings

#22839 - 144/PKG



Sunflower Cupcake Rings

#29016 - 144/PKG



Thanksgiving Cuties Cupcake Rings

#28256 - 144/PKG

Thanksgiving / Fall



Thankful for Fall Cupcake Rings

#21381 - 144/PKG



Traditional Pumpkin Cupcake Rings

#21040 - 72/PKG



Autumn Leaves Foil DecoPics®

#22831 - 144/PKG



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



Happy Thanksgiving Turkeys DecoPics®

#38865 - 144/PKG

Christmas



#29697 How the Grinch
Stole Christmas!
DecoSet®



#28914 Merry & Bright
Banner Layon



#24487 Christmas Tree
Layon



#24376 Merry Christmas
Script Glitter Layon



#27111 Santa in Sleigh
Layon



#29682 Melting Snowman
Pop Tops®

Christmas



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



Whimsical Assortment
Cupcake Rings

#18838 - 144/PKG



Whimsical Feet and Hats
Cupcake Rings

#21443 - 144/PKG



Christmas Assortment
DecoPics®

#28911 - 144/PKG



Feliz Navidad DecoPics®

#23132 - 144/PKG



Holiday Icons DecoPics®

#24591 - 144/PKG



Merry Christmas Holly
DecoPics®

#24589 - 144/PKG



Angelic Assortment
Cupcake Rings

#23110 - 144/PKG



Tree and Ornament Icons
DecoPics®

#26238 - 144/PKG



Evergreen Trees
DecoPics®

#1290 - 144/PKG



Holiday Gifts DecoPics®

#14579 - 72/PKG



Holiday Tidings
DecoPics®

#15919 - 144/PKG



Tumbling Santas
DecoPics®

#41817 - 24/PKG



Christmas Bauble
Cupcake Rings

#27803 - 144/PKG

Hanukkah



Hanukkah Assortment
Cupcake Rings

#28919 - 72/PKG



Star of David DecoPics®

#24481 - 72/PKG



Star of David DecoPics®

#29702 - 72/PKG

New Years



#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

Winter



#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
 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
--	--



CHOOSE YOUR CAKE FLAVOR:

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

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 categories: 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 a list of orders, including 'Angela Schellenberg' (01/21/23 10:45 AM, Order: 505448) and 'Angela Test' (02/12/23 1:00 PM, Order: 489781). The central part of the interface features three images of cupcakes. To the right, there is a 'Payment Type / Method' section with 'IN-STORE' and 'DELIVERY' options. Below this, 'Order Details' are listed: Order: 505448, Source: Room, 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: . 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:

Description:

Servings:

Icon:

6-16

Add New

Description:

Number:

Gender:

Age Group:

Categories:

Cake Design:

Cake Flavor:

Images:

17-21

Cake Flavors

Flavor	Yes/No
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	YES
Tres Leches	NO
White	YES
Carrot	NO
Yellow	YES
Variety	NO

Cake Size

Size	Yes/No	Base Price (\$)
Pumpkin Pie	NO	0.00
48 Cookies	NO	0.00
Donuts Party Pack	NO	0.00
Bakery PhotoCake Cookie Cake	NO	0.00
Cookie Cake	NO	0.00
6 dozen cupcakes	YES	9.99
6 pack	YES	6.99
Graduation half sheet cake	YES	57.99
24 Cookies	NO	0.00
1/8 Sheet	YES	19.99
1/4 Sheet	YES	25.99
1/2 Sheet	YES	51.99
Full Sheet	YES	74.99
Pull Apart Cupcake Cake	NO	0.00
7" Round	NO	0.00
8" Round	YES	25.99
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	11.99
24 Pack Cupcakes	YES	23.99
Signature Cupcake Platter	NO	0.00
As Shown	YES	



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.

Custom Cakes

Select specific location(s)
Discussion(s) selected for bulk update.

Select **10** Store

Description*

Number of TRAYS

Color

Flavor

Categories

Keywords

Images

Push to locations after saving

Save

2-13

Add Offering

Select a Cake Flavor

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

Cancel Add Offering

14-18



Calendar of Events and Promotions

celebration**IQ**[™]



OCTOBER – CELEBRATE SURPRISE

Breast Cancer Awareness Month

1 – National Pumpkin Spice Day

5 - National Do Something Nice Day

10 – National Cake Decorating Day / Set Halloween in-store

14 – National Dessert Day

16 – National Stop Bullying Day

17 – Set Día de los Muertos in-store

19 – National Sweetest Day

18 – National Chocolate Cupcake Day

22 – National Color Day

27 - Navy Day

31 - Halloween

NOVEMBER – CELEBRATE GRATITUDE

1 – Día de los Muertos

4 – National Candy Day

5 – National Donut Day

8 – National STEM/STEAM Day

10 - National Vanilla Cupcake Day / Set Thanksgiving in-store

13 – World Kindness Day

15 - National Bundt Day

18 - National Princess Day / Mickey Mouse Birthday

19 - National Play Monopoly Day

28 - Thanksgiving

26 – National Cake Day

DECEMBER – CELEBRATE GIVING

1 – National Pie Day

2 – Set Christmas in-store

4 - National Cookie Day

7 - Hanukkah Begins

12 – Gingerbread House Day

15 – National Cupcake Day

17 – Set New Year's in-store

21 – Winter Solstice

22 – National Cookie Exchange

25 – Christmas Day

26 - Kwanzaa

31 – New Year's Eve