# Custom Seasonal Cupcakes Q4





# 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



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



# Dia de los Muertos



#27377 La Calavera Mask Pop Tops®













# Thanksgiving / Fall







#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



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



# Thanksgiving / Fall



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





#27111 Santa in Sleigh Layon



#29682 Melting Snowman Pop Tops®



#24376 Merry Christmas Script Glitter Layon





# **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



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# **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



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



# Hanukkah











## **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®



#28921 - 144/PKG











# **Customer Experience – Cupcakes**



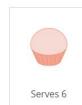
A SCHELLENBERG DEMO (785) 317-0190 3500 THURSTON AVE ANOKA, MN 55303

Landing

Page

#### Create Your Cake

CHOOSE YOUR CAKE SIZE:



6 Pack Cupcakes

CHOOSE YOUR CAKE FLAVOR:



Cake Build View



Featured Cakes

















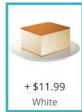












Changes are not reflected in preview.

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

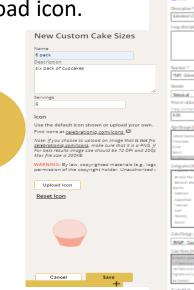
Cancel Order

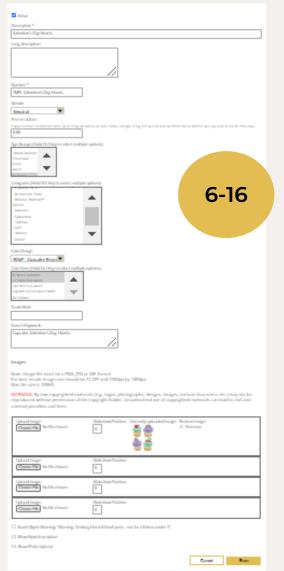


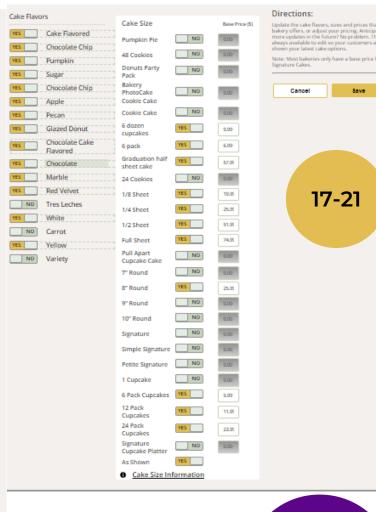


# Adding Custom Cupcake Designs to Individual Bakeries

- 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.



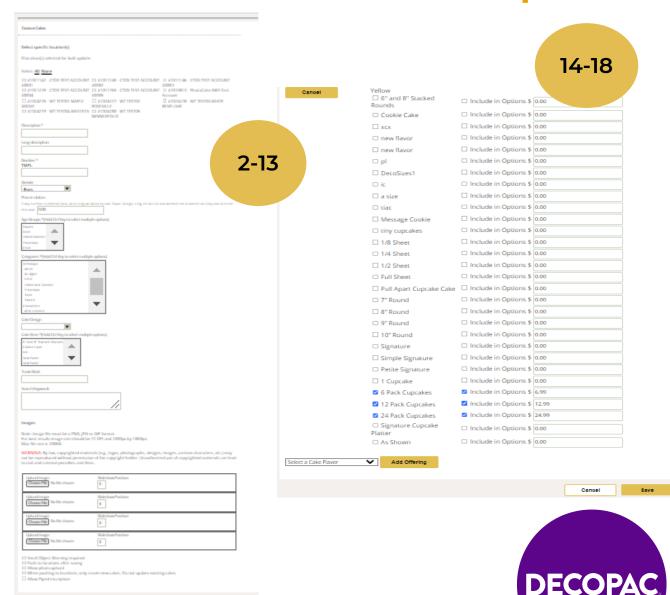






# Adding Custom Cupcake Designs to Bakeries Websites Thru Mass Updates

- 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





## 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

