# Custom Seasonal Cakes and Cupcakes Q1

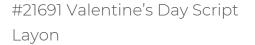
NEW!!! Check your Admin —
Many seasonal Cake and Cupcake designs have been pre-added





#### Valentine's Day - Can add as Custom







#29918 You Are Loved Layon



#23264 Love Layon





#29793 Not Sick of You Yet Layon



#28340 Cross My Heart Pop Tops®



#26534 Happy Valentine's Day Script Layon





#### Valentine's Day - Already added within Admin



#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

DECOPAC





#### Valentine's Day - Already added within Admin



#29881 Shimmer Hearts Cupcake Rings



#29788 Critter Cuties Cupcake Rings



#27629 Rainbow Prism Heart 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





#### Mardi Gras - Can add as Custom











#29117 Kings Cake Baby Assortment Layon



#48546 Mardi Gras Mask Pop Tops®





#### Mardi Gras - Already added within Admin



#29976 Life of the Mardi Cupcake Rings



#38854 Fleru De Lis Translucent DecoPics®



#62502 Life of the Mardi DecoPics®



#24739 Mardi Gras Celebration Rings





#### St. Patrick's Day - Already added within Admin



#48515 Happy St. Patrick's Day Pop Tops®



#29019 Three's A Charm Assortment Cupcake Rings



#41580 Shamrock Puffy Glitter Cupcake Rings



#21873 St. Patrick's Day Icons Cupcake Rings



#63267 Leprechaun Hat Ring



#26340 Gold Lucky Cupcake Layon



#38837 Happy St. Pat's DecoPics®

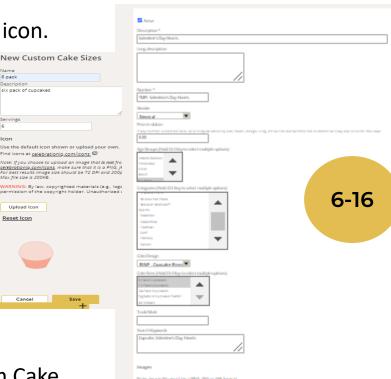






#### Adding Custom Cupcake Designs to **Individual Bakeries**

- Log into Admin site
- Select Custom Cake Size
- Select new custom cake size.
- Fill out name, description, servings, upload icon.
- Save-custom size created.
- **Select Custom Cakes**
- Select New
- 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

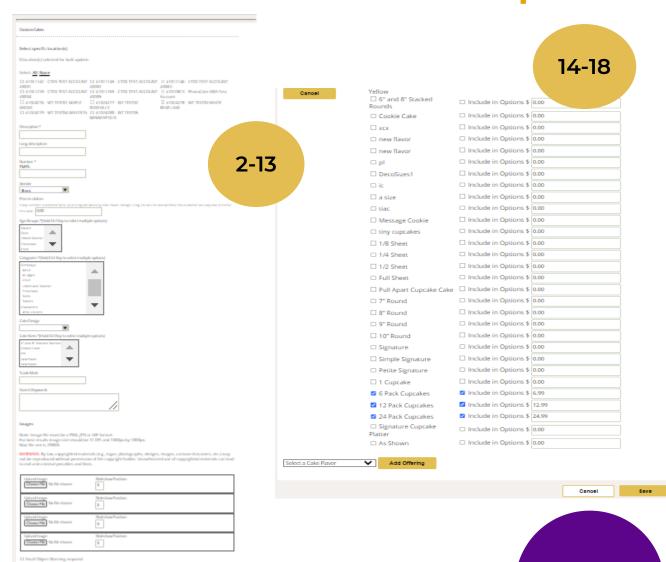
six pack of cupcakes





### 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.



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## 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
- 19 Martin Luther King Jr. Day
- 21 National Hugging Day
- 21 Set Valentine's in-store
- 23 National Pie Day
- 27 National Chocolate Cake Day
- 30 National Croissant Day
- 31 National Hot Chocolate Day



#### **FEBRUARY - CELEBRATE LOVE**

Black History Month

- 2 Groundhog Day
- 8 Super Bowl LVI
- 13 Galentine's Day
- 14 Valentine's Day
- 16 President's Day
- 17 Lunar New Year / Mardi Gras
- 17 National Random Acts of Kindness Day
- 20 National Muffin Day
- 24 Mexican Flag Day



#### **MARCH - CELEBRATE LIFE**

Women's History Month

- 6 Employee Appreciation Day
- 8 International Woman's Day
- 9 Barbie's Birthday
- 8 Daylight Savings
- 10 Mario Day
- 14 National Pi Day
- 17 St. Patrick's Day
- 20 Spring Equinox / International Day of Happiness

