

# 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



Celebrate! Life is in Bloom

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
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

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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 are status tabs: 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's a 'No Filter' section and an 'Order Status' section. The main area shows three cupcakes with 'BUSY', 'DAD', and 'MOM' toppers. To the right, there's a 'Payment Type / Method' section with 'IN-STORE' selected and 'DELIVERY' as an option. Below that, 'Order Details' lists: Order: S05448, 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's a 'Customer Details' section with contact information for Angela Schellenberg. A 'Cancel' button and a 'Ready for Pickup' button are also visible.

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:

Upload Icon

Reset Icon

Cancel Save

6-16

**Add New**

Description:

Number:

Gender:

Price:

Age Group:

Cake Design:

Cancel Save

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	

Cancel Save



# 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**

**DECOPAC**

# Calendar of Events and Promotions

celebration**IQ**<sup>™</sup>



## **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