



Gourmet Cupcake Seasonal Guide

New, seasonally relevant items are the perfect way to draw customers to your case. As your bakery partner, we can help plan a whole year of cupcake offerings with ideas, products and support.

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JANUARY

Salted Caramel Carrot Cake

Major Holidays: New Year’s Day, Martin Luther King Jr. Day
Food Holidays: National Chocolate Cake Day, National English Toffee Day

Additional Cupcake Ideas: Chocolate Toffee, Dark Chocolate Cheesecake

Notes:



FEBRUARY

Chocolate Raspberry Valentine’s Day

Major Holidays: Valentine’s Day, Fat Tuesday
Food Holidays: National Cherry Month, World Nutella Day

Additional Cupcake Ideas: Chocolate Hazelnut, Classic Red Velvet

Notes:



MARCH

Chocolate Mint St. Patrick’s Day

Major Holidays: St. Patrick’s Day
Food Holidays: National Peanut Butter Lovers Day, National Oreo® Day

Additional Cupcake Ideas: Chocolate Peanut Butter Pretzel, Red Velvet, Cookies ‘n Creme

Notes:



APRIL

Spring Bloom

Major Holidays: Easter
Food Holidays: National Caramel Day, National Pecan Day, International Carrot Day

Additional Cupcake Ideas: Traditional Carrot Cake, Turtle

Notes:



MAY

Mother’s Day Bouquet

Major Holidays: Mother’s Day, Memorial Day
Food Holidays: Cinco de Mayo, Coconut Creme Pie Day

Additional Cupcake Ideas: Coconut Creme, Red/White/Blue Patriotic

Notes:



JUNE

Cherry Berry

Major Holidays: Graduation Season, Juneteenth, Father’s Day
Food Holidays: National Donut Day, National Devil’s Food Day, Cupcake Lover’s Day

Additional Cupcake Ideas: Eggs ‘n Bacon, Birthday Cake, Pink Lemonade

Notes:

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JULY

Red/White/Blue Patriotic

Major Holidays: Fourth of July
Food Holidays: National Piña Colada Day, National Ice Cream Sundae Day

Additional Cupcake Ideas: Piña Colada, Red Velvet Sundae

Notes:



AUGUST

Lemon Blueberry

Major Holidays: Back to School
Food Holidays: National S’mores Day, National Banana Split Day, National Bacon Lover’s Day

Additional Cupcake Ideas: S’mores, Banana Split, The Elvis

Notes:



SEPTEMBER

Apple Pie

Major Holidays: Labor Day
Food Holidays: National Key Lime Pie Day, National Coffee/Mocha Day

Additional Cupcake Ideas: Key Lime Pie, Mocha

Notes:



OCTOBER

Chocolate Pumpkin

Major Holidays: Halloween
Food Holidays: National Dessert Month, National Chocolate Cupcake Day, National Pumpkin Pie Day

Additional Cupcake Ideas: Tiramisu, Maple Pumpkin

Notes:



NOVEMBER

Maple Pumpkin

Major Holidays: Thanksgiving
Food Holidays: Georgia Pecan Month, National Vanilla Cupcake Day

Additional Cupcake Ideas: Turtle, Tiramisu

Notes:



DECEMBER

Winter Wonderland

Major Holidays: Christmas, Hanukkah, Kwanzaa
Food Holidays: National Chocolate Covered Anything Day

Additional Cupcake Ideas: Chocolate Peanut Butter Pretzel, Dark Chocolate Cheesecake

Notes:

Get Inspired!

This is just the beginning!

It just takes the right ingredients to transform a regular cupcake into a gourmet cupcake. Dawn has just what you need – vibrant buttercream icings, decadent fudge icings, flavorful fillings, and a wide variety of decorations and ingredients from Bakery Essentials™. Our products will elevate your own cupcake creations with that special something.



Buttercream Style Icings

Our buttercream style icings are consumer-tested to ensure they meet the highest standards for flavor and texture. Deliver great tasting cakes and cupcakes with buttercremes formulated for effortless icing and decorating.



Cake Mixes

Take your cupcakes from every day to extraordinary with our Bakers Request™ Cake Mixes. Just fill with fruit or cream for special touches your customers will love.



Fillings

Ideal for custom creations that demand high fruit content, rich taste and texture. From blueberry to mango, bavarian creme to chocolate and everything in between, Dawn's broad range of fillings includes something for everyone.



Specialty Icings

Dawn makes it easy to turn simple offerings into indulgent products your customers will love with our Dawn Exceptional™ Fudge and Whipped icings.



Additional Products

The Bakery Essentials™ portfolio is designed to provide you with a comprehensive range of baking ingredients and supplies, making Dawn your one-stop-shop for all your bakery needs.



DawnFoods.com/products/gourmetcupcake

For a full list of gourmet cupcake recipes, demonstration videos and recipe cards, scan the QR code or contact your sales rep for more information.



Established Trust

For more than 100 years, customers counted on Dawn Foods to help them grow their bakery businesses with the right mix of products, innovations, global perspectives and inspired bakery expertise. From corner bakeries to leading manufacturers, **Dawn Foods help our customers mark the moments in life that matter.**

1.800.292.1362 DawnFoods.com



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