



Gourmet Cupcake In-Store Bakery Program

- Drive Incremental Sales
- Easy for Decorators
- Build Customer Excitement
- Increase Profitability

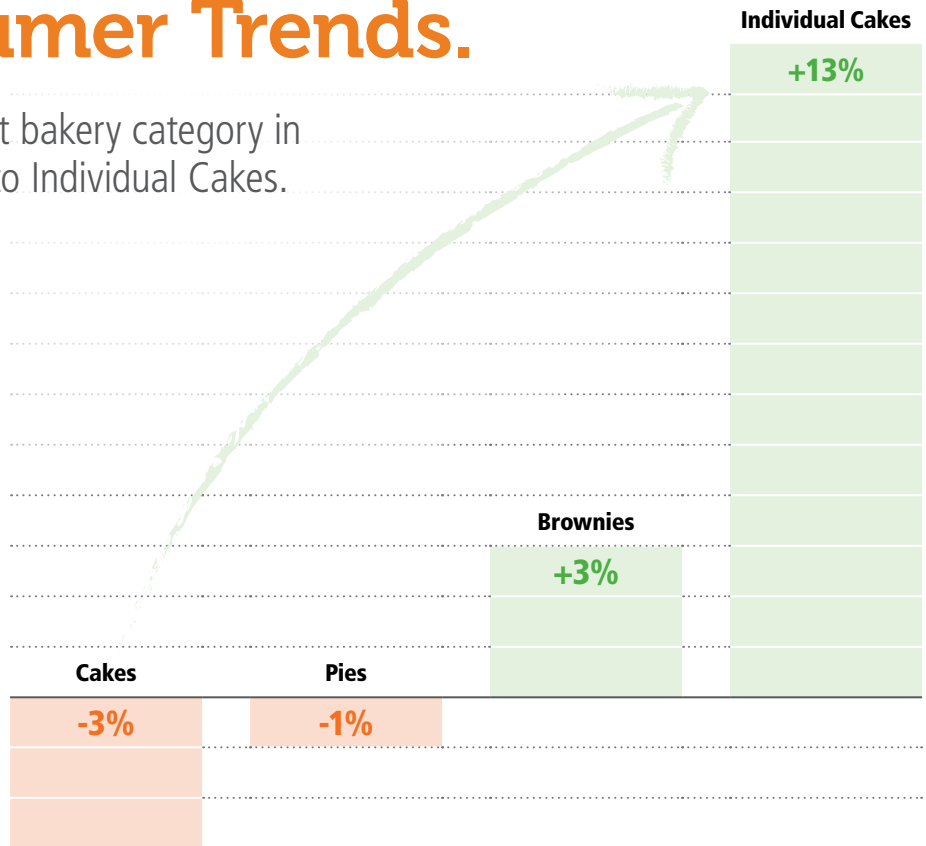
Gourmet Cupcake Program Delivers on Key Consumer Trends.

Cake continues to be the #1 sweet bakery category in grocery BUT... Sales are Shifting to Individual Cakes.

Key Consumer Trends

- **Individual Portions** - More than 750 millions cupcakes are eaten in the US each year*
- **Customization** - 73% of consumers want some type of personalization when it comes to their food choices†
- **Nostalgic Flavors** - Sales of flavors outside of vanilla and chocolate have grown 21% in 2021‡
- **Instagram-Worthy Presentation**
- **Affordable Indulgences**

*South Florida Reporter
†Trend Hunter 2019 Trend Report
‡Nielsen POS CY 2020 and YTD 2021



Sweet Bakery - Dollars % Change vs. YAGO

Source: Nielsen Total Store View, xAOC 52 Weeks Ending 12/3/2020

Gourmet cupcakes are a great way to excite your customers and grow your sales!

Cupcakes that draw attention with new flavors, textures, and unique combinations can help differentiate your bakery. From Banana Split to Coconut Creme, this program offers you the opportunity to delight your customers with cupcakes that will take your sales and profitability to a new level. Don't stay on the sidelines while this exciting trend grows. Getting into the gourmet cupcake game is an easy way to increase your traffic and your profits!

PROGRAM DETAILS

We have the tools and resources to help you implement a Gourmet Cupcake program easily and quickly!



Ease of Implementation

- Utilize existing ingredients – our 20 exciting cupcake concepts build off the cupcakes you already make, so with only a few extras you can reach a second tier of pricing
- Recipes specifically designed for the skill level of the everyday in-store bakery decorator with clear, simple directions
- 20 unique recipes to rotate throughout the year and use as seasonal LTOs

Drive Profitable Growth - Increase your profit per cupcake with Gourmet Cupcakes

- Gourmet Cupcakes can be sold for approx. \$3 each (3-4 times more than a regular cupcake)
- Our Gourmet Cupcakes cost on average \$1 - \$1.50 to make (ingredient cost only)
- Profit per cupcake is 4-5 times more for Gourmet Cupcakes than a regular cupcake

Vanilla and Carrot Cake

Gourmet Cupcakes



Lemon Blueberry



Apple Pie



Birthday Cake



Coconut Creme



Tiramisu



Piña Colada



Banana Split



Pink Lemonade



Traditional Carrot Cake



Salted Caramel Carrot Cake

Chocolate and Red Velvet

Gourmet Cupcakes



S'mores



Chocolate Peanut Butter Pretzel



Dark Chocolate Cheesecake



Mocha



Eggs 'n Bacon



The Elvis



Turtle



Red Velvet Sundae



Classic Red Velvet



Red Velvet Cookies 'n Creme

Recipe Cards

Easy to follow step by step decorating instructions.

Salted Caramel Carrot Cupcake

Ingredients and Instructions

- Carr
- Daw
- Kos
- Daw



Dawn

Mocha Cupcake

Ingredients and Instructions

- Chocolate Jumbo Cupcake
- Dawn Chocolate Buttercream Style Icing (02440981)
- Bake
- Choc



Dawn

Red Velvet Cookies 'n Creme Cupcake

Ingredients and Instructions

- Red Velvet Jumbo Cupcake
- Dawn White Buttercream Style Icing (02434356)
- Mondelez Medium Oreo Cookie Crumbs (02460319)
- Whole Chocolate Crème Filled Sandwich Cookies



Dawn



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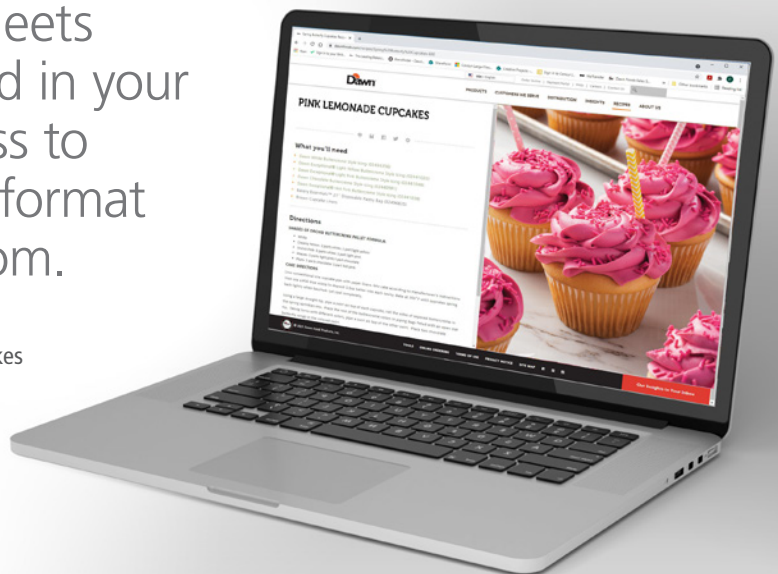
Demonstration Videos

Simple how-to videos to train your staff.



Along with our recipe sheets that can be kept on-hand in your kitchen, you'll have access to how-to videos and long format recipes on dawnfoods.com.

View step-by-step instructions of each Gourmet Cupcake and follow along at your own pace as you prepare cupcakes that will captivate your customers. Using best-in-class Dawn products, you will see just how simple it is to create gourmet cupcakes and drive profitability for your bakery!



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 buttercreme 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.

Contact your sales rep for more information.



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.



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.



Buttercreme Style Icings

Our buttercreme style icings are specially formulated to be soft and pliable to allow for piping and decorating while still being firm enough to hold designs. They are a decorator's dream.



Bakery Essentials™

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.



Established Trust

For over 100 years, customers have 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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