

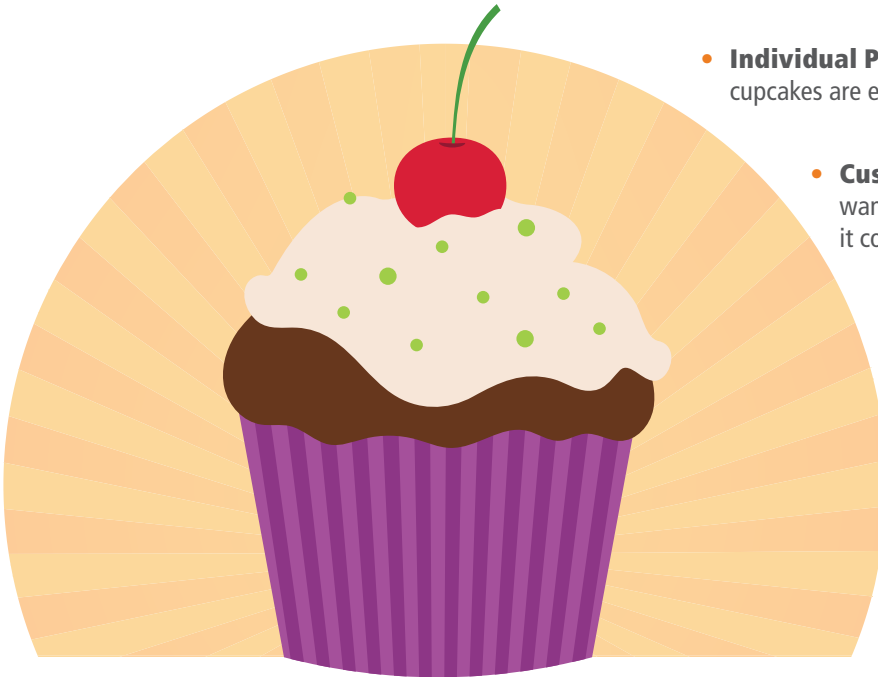


# Gourmet Cupcake Program

- 
- Drive Incremental Sales
  - Easy to Execute
  - Build Customer Excitement
  - Increase Profitability
-



# Gourmet Cupcake Program Delivers on Key Consumer Trends



- **Individual Portions** - More than 750 million 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** - Think of it as free advertising!
- **Affordable Indulgences**

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



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

Cupcakes that draw attention with new flavors 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.



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## PROGRAM DETAILS

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



### **Ease of Implementation**

- Recipes specifically designed to be easy to execute with clear, simple directions
- 32 unique recipes to rotate throughout the year and use as seasonal offerings

### **Drive Profitable Growth**

- Gourmet Cupcakes can be sold for approx. \$3 each (3-4 times more than a regular cupcake).
- Our Gourmet Cupcakes cost on average \$0.25 - \$0.50 per cupcake\*.
- Profit per cupcake is 4-5 times more for Gourmet Cupcakes than a regular cupcake.

\*cost estimates based on ingredient cost only for 1 cupcake



# Vanilla and Carrot Cake



Apple Pie



Banana Split



Birthday Cake



Cherry Berry



Coconut Creme



Key Lime Pie



Lemon Blueberry



Mother's Day Bouquet



Red, White, & Blue Patriotic



Piña Colada



Pink Lemonade



Maple Pumpkin



Spring Bloom



Tiramisu



Salted Caramel Carrot Cake



Traditional Carrot Cake



# Chocolate & Red Velvet



Chocolate Hazelnut



Chocolate Mint St. Patrick's Day



Chocolate Peanut Butter Pretzel



Chocolate Pumpkin



Chocolate Raspberry  
Valentine's Day



Chocolate Toffee



Dark Chocolate Cheesecake



Eggs 'n Bacon



Mocha



S'mores



The Elvis



Turtle



Winter Wonderland



Classic Red Velvet



Red Velvet Cookies'n Creme



Red Velvet Sundae



# Recipe Cards

Easy to follow step by step decorating instructions

## Salted Caramel Carrot Cupcake



Dawn

### INGREDIENTS

- Carrot
- Dawn
- Flavored
- Kosher
- Dawn
- Butter

## Mocha Cupcake



Dawn

### SUPPLIES NEEDED

- Mixing Bowl

### INGREDIENTS

- Devil's Food Cupcakes
- Dawn
- Bakery
- with O
- Chocol

## Red Velvet Cookies 'n Creme Cupcake



Dawn

### SUPPLIES NEEDED

- Mixing Bowl
- Rubber Spatula
- Piping Bags
- Scissors
- Large Star Tip

### INGREDIENTS

- Red Velvet Cupcakes
- Dawn White Buttercream Style Icing (02434356)
- Mondelez Medium Oreo® Cookie Crumbs (02460319)
- Whole Chocolate Creme Filled Sandwich Cookies



Mix together fudge icing



Mix together 0.25 ounce



Mix together 1 pound buttercream and 1.5 ounces chocolate sandwich cookie crumbs.



Shown: Mixed buttercream and cookie crumbs



Place the mixture in a piping bag fitted with a large star tip.



Pipe prepared buttercream on top of the cupcakes.



Top with a chocolate cream filled cookie.

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# Demonstration Videos

Simple how-to videos to train your staff



Along with our recipe cards that can be kept on-hand in your kitchen, you'll have access to instructional videos and long format recipes on [DawnFoods.com/products/gourmetcupcake](http://DawnFoods.com/products/gourmetcupcake)

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.



## Buttercreme Style Icings

Our buttercreme 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](https://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 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](https://DawnFoods.com)



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