

*Don't miss
a cake sale...*



48% of customers
leave the
store if they
can't find what
they want in stock.

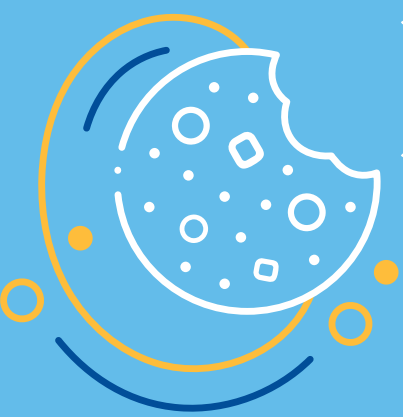
Available in the
best-selling flavors,
use our retail-ready
dessert cakes to
help keep your
cake cases full.



Multiple cookie pack sizes are seeing growth

(Nielsen)

10 are growing in
absolute sales
COUNT and units the most



50% of cookie purchases
from ISB are impulse
(Technomic 25 ISB Study)

Crumbs cakes are seeing historic growth

12-month **+33.5%**

4-year **+17.7%**



predicted growth

4-year **+5.7%**



Successful retailers offer *multiple tiers* within their cookie programs

Lower Tiers

bring in
cost-conscious
customers

Higher Tiers

cater to those
who seek more
premium items



57% of single cake square purchases are **impulse**

Precut, Iced Cake Squares can...

- help meet the **everyday price point**
- **capture sales** for everyday cake occasions
- help **keep shelves full** during promotions

Retailers have seen:

- **30%+ lift in dollars**
- **>50% increase in units**

with cake squares on promotion



Buttercreme Decorating Pouch



pack size
allows retailers to
**showcase seasonal
buttercremes without
shrink/waste**

pouch format supports
your efforts to
Reduce. Reuse. Recycle.

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Decorate approximately

250%
more cakes

by starting with our
base-iced cakes

which allow you the
flexibility to create a
custom cake program



Scan to watch
labor-saving
video





○ Mini Bundts
grew penetration

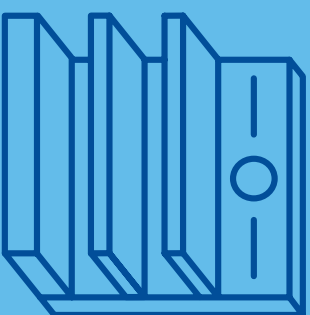
+ 64%

in the last
12 months and

62% “love/like” it

(Datassentials)

Clean label out-performing
total store trends,
as growth spreads
across the store.



24% of consumers
are proactively looking for
“no artificial ingredients”

– ‘NIO: What’s next in wellness 2024”

44%

of pie sales
occur in

Q4



creating an opportunity
to gain **incremental sales**
in the *off season*



Fruit and seasonal tie-ins such as
strawberry, cherry and peach
can drive impulse sales

Mini Snack Pies share

40%

of all pie units
annually



Awarded
23 Blue
Ribbons



at the 2025
American Pie Council
National Pie Championship

Craving
is the main driver
of muffin purchases

33%

followed by
Indulgence

25%

(Technomic 25 ISB Study)



With PDMs available
in 3 popular sizes &
over 25 flavors and
a full portfolio of
retail-ready
muffins,
we can help you
create a craveable
muffin offering
all year long.



Clean Label
is especially a
priority for
Gen Z
consumers

– “NIQ: Food as Medicine summit”, May 2024

pack size allows
showcasing seasonal
buttercremes without
shrink/waste

combine
2 pouches
to boost
creativity



pouch format
supports your efforts to
Reduce. Reuse. Recycle.

12-count
bulk trays

unfinished option
allows for
customization
at store level

breadth of
finishing
options
available

packaging
designed to ensure
dependable product

