

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



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

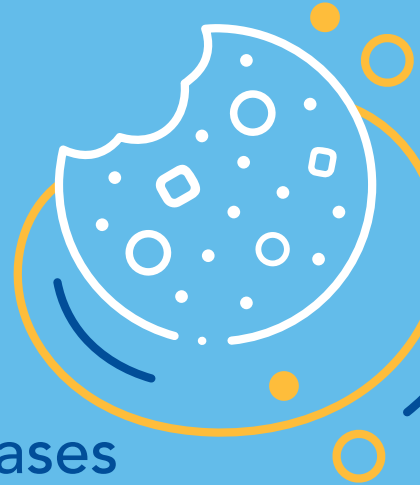
Available in the
best-selling flavors,
use our retail-ready
dessert cakes to
help keep your
cake cases full.



Multiple cookie pack sizes are seeing growth (Nielsen)

10
COUNT are growing in absolute sales and units the most

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



Maximize Cake Sales

Successful retailers offer *tiered cake programs* at different price points to *maximize sales*.

Be sure to include offerings for:

- Value Seeking Customers
- Premium & Indulgent Buyers
- Special Occasion Celebrators
- Everyday Purchasers

Our unparalleled cake portfolio allows you to build the *perfect cake program* at the *right price* for your customers.



Crumb 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.

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

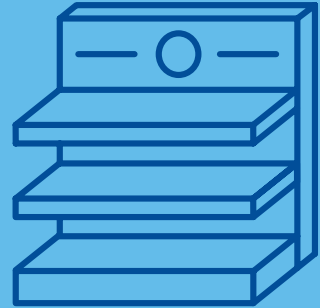
+ 64%

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”

– *‘NIQ: 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 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
(Technomic 25 ISB Study)

25%



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

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