

DECORATE-IT-YOURSELF (DIY) CLASSIC CUPCAKES

High quality, customizable cupcakes!

Product Features:

- Cupcakes come with no sprinkles and no label to allow for endless customization!
- Cupcakes come beautifully iced, reducing skilled labor time required for decorating
- Packaged in Give & Go's patented "hold-down" technology, cupcakes travel damage-free!
(US Patent No. 9,592,951)
- Made using Give & Go's consumer-preferred formula*
- Consistent, high-quality cupcakes

Cupcakes are locked in place!

* Give & Go Proprietary research, November 2017



Item #30664

Make Every Treat Personal

57%

Of in-store consumers are extremely or very interested in on-site customization*



Showcase your decorators' best work with high-quality, ready to use cakes & icing

Ride the Next Viral Wave

85%

Of Gen Z's food purchasing decisions are influenced by social media**



Empower your team to create trendy buzz with ready to decorate premium cupcakes

Empower the Cake Decorator

25%

Of consumers are likely to experiment with edible art and textured finishes in their baking***



Give consumers the tools they need to create



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