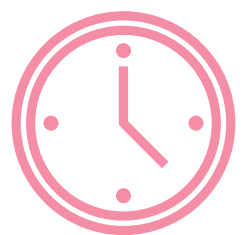




## Classic Cupcakes



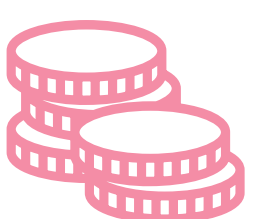
Longer shelf life than made-in-store cupcakes (21 days vs. 7-10 days).



Patented hold-down package\* securely “locks” cupcakes in place. Cupcakes travel damage-free!\*



Rich and fluffy cupcakes are made using a consumer-preferred and validated formula.\*\*



Our thaw & sell model ensures ease of merchandising, consistency of quality and in turn, a significant reduction of labor costs and shrink.



Offered in a variety of seasonal and everyday icing styles that are perfect for any occasion.



# Everyday Classic Cupcakes



## Celebration Cupcakes

Soft cakes with a swirl of smooth icing made exciting with confetti sprinkles. Available in classic vanilla and chocolate cakes

Item Description	Item	UPC	SCC
KB Celebration Chocolate Cupcakes 6ct	31007	7-70981-31007-7	1-07-70981-31007-4
KB Celebration Vanilla Cupcakes 6ct	31008	7-70981-31008-4	1-07-70981-31008-1



## Celebration Assorted Cupcakes

Alternating soft vanilla and chocolate cakes with a swirl of smooth icing made exciting with confetti sprinkles

Item Description	Item	UPC	SCC
KB Celebration Assorted Cupcakes 12ct	31101	7-70981- 31101-2	1-07-70981-31101-9



## Strawberry Cupcakes

Soft vanilla cake with a strawberry flavored sweet icing sprinkled with pink sugar topping

Item Description	Item	UPC	SCC
KB Strawberry Cupcakes 6ct	31235	7-70981-31235-4	1-07-70981-31235-1
KB Strawberry Cupcakes 12ct	31233	7-70981-31233-0	1-07-70981-31233-7

# Everyday Classic Cupcakes



## Birthday Cake Cupcakes

Soft birthday cake base topped with vanilla swirl icing made exciting with confetti sprinkles

Item Description	Item	UPC	SCC
KB Birthday Cake Cupcakes 6ct	30610	7-70981-30610-0	1-07-70981-30610-7
KB Birthday Cake Cupcakes 12ct	30620	7-70981-30620-9	1-07-70981-30620-6



## Unicorn Assorted Cupcakes

Alternating soft vanilla and chocolate cakes topped with a swirl of two-tone pink and blue vanilla icing, sprinkled with colorful unicorn sprinkles

Item Description	Item	UPC	SCC
KB Unicorn Assorted Cupcakes 6ct	30630	7-70981-30630-8	1-07-70981-30630-5
KB Unicorn Assorted Cupcakes 12ct	31124	7-70981-31124-1	1-07-70981-31124-8



## Red Velvet Cupcakes

Soft red velvet cake topped with fluffy cream cheese icing and red velvet crumb

Item Description	Item	UPC	SCC
KB Red Velvet Cupcakes 12ct	30600	7-70981-30600-1	1-07-70981-30600-8

# Seasonal Classic Cupcakes



Available  
Dec - Feb

## Valentine's Assorted Cupcakes

Alternating soft vanilla and chocolate cakes with alternating pink and white sweet ribbon icing made more lovely with valentine's sprinkles

Item Description	Item	UPC	SCC
KB Valentine's Assorted Cupcakes 6ct	30601	7-70981-30601-8	1-07-70981-30601-5
KB Valentine's Assorted Cupcakes 12ct	31102	7-70981- 31102-9	1-07-70981-31102-6



Available  
Jan - May

## Spring Assorted Cupcakes

Alternating soft vanilla and chocolate cakes with alternating lavender and yellow sweet ribbon icing made fancier with flower sprinkles

Item Description	Item	UPC	SCC
KB Spring Assorted Cupcakes 6ct	30602	7-70981-30602-5	1-07-70981-30602-2
KB Spring Assorted Cupcakes 12ct	31103	7-70981- 31103-6	1-07-70981-31103-3



Available  
Apr - Jul

## Patriotic Assorted Cupcakes

Alternating soft vanilla and chocolate cakes with alternating white and red sweet ribbon icing made more patriotic with star sprinkles

Item Description	Item	UPC	SCC
KB Patriotic Assorted Cupcakes 6ct	30603	7-70981-30603-2	1-07-70981-30603-9
KB Patriotic Assorted Cupcakes 12ct	31105	7-70981- 31105-0	1-07-70981-31105-7

# Seasonal Classic Cupcakes



Available  
Aug-Oct

## Harvest Assorted Cupcakes

Alternating soft vanilla and chocolate cakes with alternating yellow and orange sweet ribbon icing made more beautiful with fall leaves sprinkles

Item Description	Item	UPC	SCC
KB Harvest Assorted Cupcakes 6ct	30606	7-70981-30606-3	1-07-70981-30606-0
KB Harvest Assorted Cupcakes 12ct	31120	7-70981- 31120-3	1-07-70981-31120-0



Available  
Aug-Oct

## Halloween Assorted Cupcakes

Alternating soft vanilla and chocolate cakes with alternating purple and orange sweet ribbon icing made more spooky with halloween-colored sprinkles

Item Description	Item	UPC	SCC
KB Halloween Assorted Cupcakes 6ct	30605	7-70981-30605-6	1-07-70981-30605-3
KB Halloween Assorted Cupcakes 12ct	31121	7-70981- 31121-0	1-07-70981-31121-7



Available  
Sept-Dec

## Christmas Assorted Cupcakes

Alternating soft vanilla and chocolate cakes with alternating green and white sweet ribbon icing made more festive with Christmas sprinkles

Item Description	Item	UPC	SCC
KB Christmas Assorted Cupcakes 6ct	30607	7-70981-30607-0	1-07-70981-30607-7
KB Christmas Assorted Cupcakes 12ct	31122	7-70981- 31122-7	1-07-70981-31122-4



## Innovative “Lid-Lock” Increases life, reduces shrink

**Stacking Feature**  
✓ For display with impact

**Easy Open**  
✓ Off Set tabs

**Smooth Walls**  
✓ Maximizes visual impact



**PET**  
✓ Is recyclable  
(Symbol #1)

**Perimeter Seal**  
✓ 21-day shelf life



### Exclusive Lid-Lock

- ✓ Holds cupcakes in place
- ✓ Increases profit by eliminating waste
- ✓ Delight consumers – cupcakes travel damage free to their homes

Cakes per pack	Case weight	Case qty	Case cube	Case dimensions	Pallet pattern	Frozen shelf life
6	8.42 lbs. (3.82kg)	12	1.22 cu. ft.	L 19 <sup>11/16</sup> ” x W 9 <sup>1/2</sup> ” x H 11 <sup>1/4</sup> ”	10 x 7 (H) = 70	12 months
12	11 lbs. (4.99kg)	8	1.45 cu. ft.	L 18.4” x W 12.1” x H 11.25”	8 x 7 (H) = 56	12 months