



CAKE CRAFT

Our Team



Matt Biggins
CEO & President



Bob Terrell
CRO



Nader Naim
VP Creative



Mitzi Coatney
VP Sales

- Decades of leading, building and scaling CPG brands in food and personal care
- 10 years @ Nestle Confections leading iconic brands such as Butterfinger, Crunch, Baby Ruth and Wonka
- This team scaled Cremo to the #1 Masstiege Men's Grooming Brand



Made in the USA



Cake Craft Factory



Our 100 ft Pink Oven



Fondant Production Line

- **Welcome to Cake Craft, where culinary artistry meets innovation. We are proud to be based in the heart of Dallas, Texas,**
- **Cake Craft has established itself as a manufacturer of high-quality cake decorating products that cater to the diverse needs of bakers, confectioners, and hobbyists alike.**
- **With a commitment to inspiring Gen Z and Millennial bakers, our extensive product range includes everything from premium fondants, delicious buttercream, frostings, sprinkles, edible paints and colors and much more.**
- **We are very proud of our new 145,000 square-foot manufacturing facility, a significant milestone that underscores our commitment to quality, innovation and “made in the USA”.**

Key Pillars 2025



Deliver Best in
Class
Quality &
Flavor



Focus On
Category Gap:
Gen Z &
Millennials



Be the
Innovation
Leader in the
Baking Category



Lead Category
with Natural
Colors



Provide
Solutions vs
Products

The Mass-tige Baking Opportunity



Mass: \$3-\$5
• Betty Crocker
• Duncan Hines



Mass-tige: \$6 - \$10
Opportunity for elevated
but accessible brand with a
Gen Z focus



Premium: \$15- +\$25
• William Sonoma
• Maison Zoe Ford
• Nowhere Bakery

A close-up photograph of white frosting, likely buttercream, applied in a scalloped or shell pattern. The frosting is smooth and has a slight sheen, with soft shadows highlighting its texture. The background is a plain, light color.

FROSTING & ICING

Buttercream Icing 16oz & 3.5lb



16oz



3.5lb

- **Superior Taste** | Cake Craft Buttercream is crafted with high quality ingredients resulting in a rich creamy flavor that taste like homemade
- **Superior Texture** | We mill our sugar 12x for an even finer, smoother texture
- **Beautifully White** | Our buttercream is white vs. our competitors which lean off white of yellow
- **Versatile Application** | Our buttercream is perfect for frosting cakes, filling cupcakes, piping or even cake pops
- **Stable and Durable** | Created to be shelf stable in various temperatures, Cake Craft Buttercream is designed to hold its shape and texture
- **Made In The USA**

Buttercream 16oz

Cost: \$3.60

SRP: \$5.99

GPM: 40%

Buttercream 3.5lb

Cost: \$10.99

SRP: \$19.99

GPM: 45%



Flavored Frosting Pouch 8oz

NEW



Chocolate Mint



Salted Caramel

- **Unique Flavors** | Flavors that are curated exclusively for Cake Craft by our flavor house
- **Seasonal Moments** | Rotational holiday options like Maple Pumpkin & Peppermint Bark
- **Ready-to-Use** | Our pouch is ready-to-use and easy to apply and spread
- **Versatile** | These products are designed for a wide range of applications, including cakes, cupcakes, cookies and pastries
- **Made In The USA**

Flavored Frosting Pouch 8oz
Cost: \$ 3.29
SRP: \$ 5.99
GPM: 45%



Royal Icing 14oz



White

- **Superior Taste** | Our Royal Icing is crafted with high quality ingredients resulting in a delicious flavor
- **Smooth Consistency** | Silky texture, flows easily and holds it's shape
- **Stable** | Cake Craft royal Icing dries firm with a slightly glossy finish
- **Vibrant Color Retention** | Our icing retains vibrant color well after drying
- **Made In The USA**

Royal Icing 14oz

Cost: \$ 4.00

SRP: \$ 7.99

GPM: 50%



FONDANT



Fondant 8.8oz



White

Red

Black

- **Smooth & Professional Finish** | Our fondant creates a seamless and polished appearance on cakes and other desserts
- **Versatile Applications** | Easily rolled out or molded, which allows for a wide range of designs
- **Richly Hued** | Our white fondant can easily be colored with coloring gel maintaining a bright and vibrant color
- **Easy to Work With** | Cake Craft fondant is relatively easy to handle for both the professional and the at home baker
- **Made In The USA**

Fondant 8.8oz

Cost: \$ 2.00

SRP: \$ 4.49

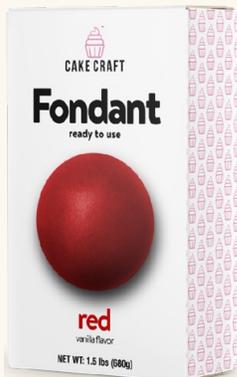
GPM: 55%



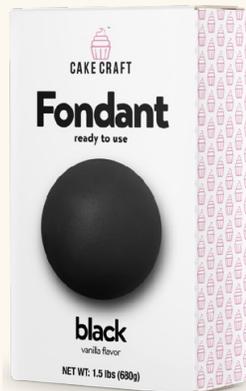
Fondant 24oz



White



Red



Black

- **Smooth & Professional Finish** | Seamless and polished appearance on cakes and other desserts
- **Versatile Applications** | Easily rolled out or molded, which allows for a wide range of designs
- **Richly Hued** | Our white fondant is easily be colored with coloring gel maintaining a vibrant color
- **Easy to Work With** | Our fondant is relatively easy to handle for both the profession and the at home baker
- **Made In The USA**

Fondant 24oz

Cost: \$ 6.60

SRP: \$11.49

GPM: 43%



EDIBLE FINISHES



Jimnies 3.5oz Bag



Rainbow Jimnies



Purple Jimnies



Pink Jimnies



Orange Jimnies



Yellow Jimnies



Red Jimnies



Blue Jimnies



Green Jimnies



Brown Jimnies



White Jimnies



Jimnies 3.5oz Bag

Cost: \$2.00

SRP: \$4.49

GPM: 55%

Mixed Sprinkles 3.5oz Bag



White & Silver



Under The Sea



Pink



Gold & Black



Dinosaur



Blue



Unicorn



Mixed Sprinkles
3.5oz Bag
Cost: \$2.00
SRP: \$4.49
GPM: 55%

Nonpareils 3.5oz Bag



Rainbow Nonpareils



White Nonpareils



Gold Nonpareils



Silver Nonpareils



Nonpareils 3.5oz Bag

Cost: \$2.00

SRP: \$4.49

GPM: 55%

Dazzle Dust 1.76oz



Rose Gold

Gold

Silver

Black

White

- **Versatile Usage** | Edible Dazzle Dust can be used on desserts, popcorn, champagne, coffee, etc.
- **Stunning Visual Appeal** | Dazzle Dust adds a glamorous, shimmering effect to desserts or drinks alike
- **Easy to Use** | You just sprinkle it on your favorite dessert or drink
- **Made in the USA**

Dazzle Dust 1.76oz

Cost: \$ 2.75

SRP: \$ 5.99

GPM: 53%



Food Coloring Spray 1.5oz



Red Pink Purple Blue



Green Silver Gold Rose Gold Black

- **Vibrant** | Colors are rich and brilliant
- **Effortless Application** | The spray allows for quick and even coverage making it easy to cover large areas
- **Professional Finish** | Our spray creates a smooth, consistent layer of color that enhances the overall appearance of desserts
- **Multi -Use** | Can be used on any food item including cakes, cookies, fruit, popcorn, etc.
- **Made In The USA**



Food Coloring Spray 1.5oz
Cost: \$ 2.75
SRP: \$ 5.49
GPM: 50%

Pearl Dust Pen .07oz



- **Instant Visual Appeal** | The edible dust adds a shimmering gold finish and elevates your creation
- **Easy to Use** | You just brush it on
- **Safe** | Made from high quality food safe ingredients,
- **Made in the USA**

Pearl Dust Pen .07oz

Cost: \$ 3.00

SRP: \$ 6.00

GPM: 50%



DRIPS



Drip 4oz



Chocolate

White

Pink

- **Visual Appeal** | Drip adds striking architecture and flavor any sweet treat
- **Easy To Apply** | Drip is simple to use requiring minimal skills or tools for application
- **Trending Dessert** | Using embellishments to desserts has become a popular trend, appealing to social media audiences and food enthusiasts
- **Made In The USA**

Drip 4oz

Cost: \$ 3.00

SRP: \$ 5.99

GPM: 50%



All In On Marketing

- Best-in-class CPG Team with decades of marketing experience
- We're making a significant investment to drive this brand, primarily through TikTok and Instagram - objective to grow 11K IG followers to 100K+ in 6-12 months
- Content will focus on highlighting colors, flavors, product use and UGC from our baking fan base
- Objective to drive awareness and traffic to Target to help continue to build Target as the go-to destination for baking supplies

