

Classic

# DESSERT CAKES

Part of a COMPLETE Solution For Your Bakery



**Dawn**<sup>®</sup>

# Classic DESSERT CAKES

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Made with super-moist layers and smooth buttercream-style icing, these simple but elegant designs provide solutions to your customers needs to treat her family everyday with classic cakes at a value price.

Some desserts never go out of style—like classic dessert cakes. Dawn offers a variety of simply designed timeless favorites, from Pineapple Upside Down Cake to Cookies & Creme, at opening price points sure to drive impulse purchases from your customers, especially when placed on a featured item table in a high traffic area.

## FEATURES & BENEFITS

- **Free your decorating labor for complicated custom design projects where your bakery earns the credit it deserves**
- **Boost seasonal assortment and inventory to convert incremental sales you may not otherwise be able to serve.**
- **Pre-printed bands showcase the product inside and out**



## Provide the classic cakes your shopper needs

### Help her be the family hero

- makes her the family hero by enhancing everyday meals
- provides everyday indulgence at a value-price
- delivers on 'throw-back' trend by delivering cakes that taste 'just like grandma used to make'



## Two-Layer Cakes

### Double Chocolate



Chocolate cake filled and iced with chocolate buttercream and finished with a chocolatey drizzle.

### Cookies & Creme



Chocolate cake iced with cookies & creme buttercream and finished with vanilla drizzled cookie crumbles.

### Golden Fudge



Rich yellow cake filled and iced with fudgy chocolate icing.

### Coconut



Vanilla cake finished with buttercream icing and dusted with coconut.

### Carrot



Carrot cake made with real carrot pieces and cinnamon notes, finished with cream cheese icing.

### Red Velvet



Classic red velvet cake finished with cream cheese icing.

## Specialty Dessert Cakes

Specialty Dessert Cakes provide a superior value through a lower price per ounce, which helps keep the retail price down and drive impulse purchases. Each cake delivers the high flavor and decadent experience you need to satisfy your customer's sweet tooth.



Boston Creme Cake

# Classic

# DESSERT CAKES

Outside UPC #	Item #	Retail UPC	Description	Case Count	Case Pack	Unit of Sale	Gross Cs Wt (lbs)	Net Cs Wt (lbs)	Case Cube (cu ft)	Tie (cs)	Tier (cs)	Pallet Count (cs)
<b>READY-TO-SELL CAKES</b>												
<b>Dessert - 8" Specialty</b>												
02951925052-2	02416445		Classic 8" Boston Creme Cake	6	6	case	14.20	12.00	0.950	10	7	70
02951925070-6	02418194		Classic 7" Pineapple Upside Down Cake	6	6	case	13.15	10.95	0.950	10	7	70
<b>Dessert - Two-Layer</b>												
02951925039-3	02415992		Classic 7" Carrot Dessert Cake	6	6	case	15.65	12.75	1.388	10	5	50
02951925035-5	02415950		Classic 7" Double Chocolate Dessert Cake	6	6	case	14.53	11.63	1.388	10	5	50
02951925037-9	02415976		Classic 7" Coconut Dessert Cake	6	6	case	14.90	12.00	1.388	10	5	50
02951925045-4	02416065		Classic 7" Cookies & Creme Dessert Cake	6	6	case	14.53	11.63	1.388	10	5	50
02951925041-6	02416015		Classic 7" Golden Fudge Dessert Cake	6	6	case	14.53	11.63	1.388	10	5	50
02951925043-0	02416031		Classic 7" Red Velvet Dessert Cake	6	6	case	14.90	12.00	1.388	10	5	50

## Why Dawn?

Our products work hard because we mix quality with well-researched insights. So when you choose Dawn for your bakery, you're choosing more than just a product to sell. You're choosing expert advice on the right way to sell the product. That means you'll get the return on your investment that will keep your shelves full and your bakery profitable.



While you're concentrating on bringing joy to your customers, we're bringing you the solutions that make your job easier. Contact us at **1.800.248.1144** or **dawnfoods.com**.