

# DecoPac.com

## Competitive Analysis

# Bakery Crafts

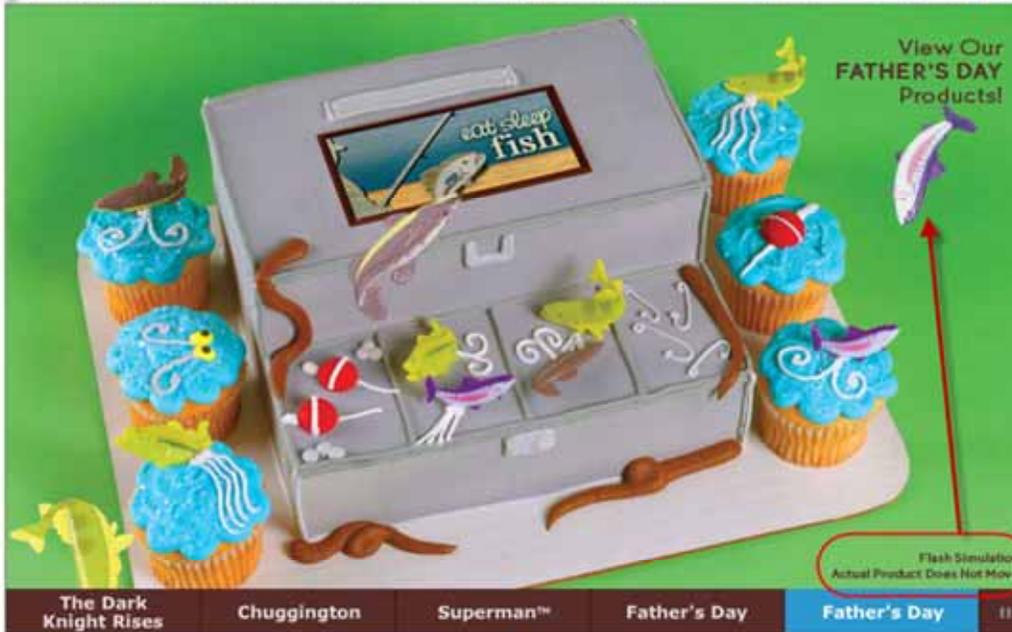
- Ideas/Instructions are in PDF format
- No videos
- Minimal Customer Service information
- Users can sign up to have ideas emailed to them. Emails are sent on a monthly basis.
- Blog posts about once a week
- They maintain 2 external websites:  
*weddingcaketrends.com* and *thecompletecupcake.com*

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Categories | Licensed Properties | Everyday Celebrations | Seasonal | Wedding | Cake Kits | Copy Confections

Top level product navigation contained within 7 categories.



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The COMPLETE CUPCAKE  
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Inspirational  
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wedding cake  
TRENDS.COM

These both link to separate websites (blog-type format)

Preferred by **BUDDY VALASTRO**  
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A New Approach to On-Demand Cake Images!  
BAKERY CRAFTS COPY CONFECTION\*  
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decorating made easy™

Decorating instructions are combined into 1 PDF for all halloween cakes.



WFO-Karen 11/02

**Components**

Crazy Connection Image #179  
H-801 Happy Halloween Peppercorn Picks

**Icing**

D12 Vanilla, white, cat  
D14 Borders  
D121 Cupcake

**Icing Colors**

White Entire cake, cat whiskers, nose, to make grey  
S2-G30 Neon Green - Dots, scrubs, cat eyes  
S2-G33 Orange - Borders, cupcakes  
S2-G317 Super Black - Borders, scrubs, cat  
to make grey cupcakes

**Flour**

Chocolate

**Adornish Colors**

AD-5151 Silver - Sides of cake, top edge of cake  
AD-5143 Neon Green - Center of cake

**Instructions**

1. Ice entire cake white.
2. Airbrush the sides lightly as well as the top edge of the cake.
3. Print out Crazy Connection image. Cut out desired shapes. Place on the top of the cake.
4. Airbrush the middle of the cake lightly with neon green.
5. Using #1, pipe the outline of the cat. Fill in. Pipe the eyes, nose, whiskers, and tail.
6. Using #1, pipe swirl border and dots.
7. Using #1, pipe borders.

**BAKERYCRAFTS™**  
www.bakerycrafts.com  
800-543-1673

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