

DecoNews™

Keeping You On Top of the World's Best Selling Cakes®

DecoPac and Technology

21st Century Tools
for a Booming Bakery

PhotoCake® Online PIN Numbers

DecoDollars™ Loyalty Program
Scores You Real Rewards

Cool Movies to
Warm Winter Nights

Super Bowl XLV Stars & Sprays



Leveraging Technology is as easy as 1-2-3!

It's no secret that the digital world is here to stay.

Recognizing early on that technology would have an enormous – and positive – impact on the bakery industry, DecoPac has developed several new programs and services to leverage that technology, and in turn drive consumers to your bakery. The best news? Just a few simple steps will have you right on pace with today's fast-moving digital world!

1. Dive into DecoPac.com!

Re-launched in 2008, DecoPac.com has transformed from an e-commerce website into a wealth of resources and information for your bakery. While you can still quickly place orders and learn about hot

new products, the site now features a host of other benefits – everything from cake-decorating videos and downloadable brochures to product images that you can use on your own website. If you're not a current DecoPac.com customer, visit and **sign up today!**

2. "Fan" us on Facebook!

DecoPac's Facebook page is another great place to connect with other bakery owners, check out cake decorating videos, or find the latest cake design for the next big Disney movie. If you're not already a fan of our Facebook page, **sign up and stay connected** with up-to-the-minute information and ideas!

3. Get Consumer-Savvy on Cakes.com!

Introduced in 2009, the new Cakes.com exists to help consumers find cakes ... and then directs them to your bakery for purchase. The Cakes.com "My Cakes" community and Facebook pages are also savvy places to visit – they're your

Did you know?

- It took 38 years for radio to gain an audience of 50 million people. It took Facebook 2 years. The social networking site now boasts more than 500 million users!

facebook

- More than 60% of Generations X and Y moms (moms under the age of 45) go online before or during grocery shopping trips.
- Google receives 20 million online searches for "Cake" or "Cakes" every month.

Google™

inside scoop on what consumers like and what they're buzzing about! If your bakery is not yet listed on Cakes.com, call us at **1-800-DECOPAC** to get in on the action!

Designed to help you run everything from the back room to the sales counter more seamlessly, these online resources are easy to use and cost you nothing! If you're not yet plugged in – or simply haven't visited in a while, give it a try! We're confident that today's technology can help you manage your business, grow your sales, and usher your bakery into a new world of possibilities!



Growing Your Business

Bakery Necessity



Introducing two new ways to buy licensed images for your DecoPac PhotoCake® Cake Decorating System.

Previously, PhotoCake® customers were required to call us during our core business hours to purchase PIN numbers to access licensed images in the PhotoCake® System.

DecoPac® is excited to announce that PhotoCake® customers can now purchase PIN numbers 24 hours a day, 7 days a week, via DecoPac.com or our automated phone system.


DecoPac® is the only print on demand supplier in the industry able to provide access to the most popular licensed character images available today, anytime of the day or week!

Important PIN Number Facts:

- DecoPac.com and the automated phone system are both available 24 hours a day, 7 days a week to order PIN numbers
- This functionality is only available for PhotoCake® III & IV Systems
- Update 20 or later must be installed on the PhotoCake® System (Update 21 is the most current update)
- PIN numbers on DecoPac.com is available to both Terms Customers and Credit Card customers
- The automated phone system functionality is only available to Terms Customers
- Always have your PhotoCake® System ID available when using either solution



Reward Your Business

 If you're not yet receiving the benefits from DecoPac's DecoDollars™ loyalty rewards program, now is a great time to get started! It's easy, free to join, and lets you earn credit back for orders you place everyday!

How do I join?

- Request an application form from your Independent Sales Representative (ISR) or Customer Service Representative (CSR).
- Register through your DecoPac.com account, mail or email decodollars@decopac.com.

Why should I become a member?

- Earn FREE credit toward DecoPac purchases the following year!
- Register by March 31st, 2011 to be eligible for drawings throughout the year.

DecoDollars™ Member Drawings!

April

Register by March 31st to be eligible for these valuable prizes

- 1st:** \$100 DecoPac product credit
- 2nd:** \$50 DecoPac product credit
- 3rd:** \$25 DecoPac product credit

June Promotion

Members with greater than 14.99% growth will be eligible

- 1st:** \$200 DecoPac product credit
- 2nd:** \$100 DecoPac product credit
- 3rd:** \$50 DecoPac product credit

Stay tuned for more great DecoDollars™ prizes in upcoming editions of DecoNews™!

How can I receive FREE credit?

- Continue to purchase DecoPac items throughout the year – it's that simple!
- All items are eligible for earning rewards, with the exception of PhotoCake® hardware and freight.
- Track your credits via your DecoPac.com account.

What can I do with my DecoDollars™ credit?

Apply your credit to ANY DecoPac purchase the following year, including:

- Seasonal, Anytime Favorites, and Movie Event cake decorations
- Cake decorating supplies and tools
- PhotoCake® media and inks
- Candles, Baby, Wedding, and other products and programs!

Every penny counts!

Icing on the Cake



Super Bowl Fun Facts!

The Super Bowl is broadcast in no fewer than 34 different languages around the world!

17% of Americans attend Super Bowl parties – more than 20 million people!

On Super Bowl Sunday, Americans will eat an estimated 20 million pounds of potato and tortilla chips and 8 million pounds of avocados (how about some cake with that?)

ESPN airs more than 160 hours of Super Bowl programming during Super Bowl week!

Fans spend more than \$50 million on food during the four days of Super Bowl weekend!

Not as Hard as it Looks

Super Bowl XLV Stars

Step 1

Start the day before you need the stars.

Step 2

Roll out fondant to about 1/8" thick.



Step 3

Use Star Cutters #11161 to cut out stars of various sizes.



Step 4



Cut Stars in half as shown.

Step 5

Set aside to dry and harden over night.



Step 6

Brush away excess powdered sugar.



Step 7

Airbrush #10905 Navy Blue and #10341 True Silver Shimmer.



Super Bowl XLV Sprays

Step 1

Cut 4" lengths of Flora Satin Ribbon.



Step 2

Using Ribbon Shredder #6841, shred 3" of the ribbon.



Step 3

Roll the unshredded end of the ribbon on itself.



Step 4

Place a ball of fondant around the bottom of the spray to use on your cake.



DECOPAC

On Top of the World's Best Selling Cakes®

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30% post-consumer content

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