



*Cakes
By Terra*

Delicious



*Beautiful Desserts
For Every Occasion!*

Wholesale Desserts

2012 – 2013 Edition

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Let Cakes By Terra provide your business with desserts that taste as good as they look.

Cakes By Terra (“CBT”) is a small company that specializes in custom desserts for every occasion. Our motto is “one taste and you’ll be hooked”; our mission is to “always leave the customer wanting more”. The wholesale division is fairly new but it has enjoyed great success so far. Our desserts have been featured in retail stores in New Bern, NC and with a catering company in NJ. We pride ourselves on producing a quality product that satisfies every time and tastes as good as they look.

1 Current Situation

With the daily demands of running a business, wouldn’t it be nice if at least one portion of it was easy and stress free? We understand that one of the key elements to running a successful business is based on the satisfaction of your customers and their high expectations. You need to have a certain level of confidence in the vendors you choose to do business with. You need to be able to make a phone call and know that your needs will be met in a timely manner.

2 Solution

CBT has a wide variety of wholesale desserts that are all reasonably priced and are delivered right to your door. We offer a mouth-watering selection of cakes, cookies, pastries, brownies, cupcakes, cheesecakes, muffins and pies.

With CBT supplying your sweet treats that’s one thing you can check off your to-do list.

2.1 Approach

Our approach to desserts is simple: we make them fresh, delicious, beautiful, and unforgettable using fresh premium ingredients. All our desserts are custom made to order. We feel desserts should be tempting to the eye and taste even better.

2.2 Benefits

The benefits of using a smaller company such as CBT to supply your desserts are:

- You have direct access to the owner;
- customer satisfaction is a priority for us;
- we pay attention to every detail;
- we are appreciative of your business so we are here to serve your needs.



One of the benefits of choosing CBT to provide your desserts is that we pay attention to every detail.

3 Implementation Plan

Once you make the decision to use CBT as your dessert supplier we can begin immediately. It may be possible to have your desserts within 24 hours.

If you are unsure of how your customers will react to a new product we can set-up a testing for you. We will supply you with one of our most popular desserts (or one of your choosing) and you can allow your customers to sample your newest dessert; this feature is free of charge to you.



Wholesale prices are up to 40% off of the retail price.

3.1 Methodology

Our free sample offer is a risk free option for you. If your customers do not respond well to our product, [although we know they will], you will not have incurred any expense.

We can also work together to develop a signature dessert that can only be obtained in your establishment.

3.2 Schedule

Since all our desserts are custom made to order, we request at least a 48 hour notice for orders. Depending on what you are requesting we may be able to get it to you within the same day. However, it is best to place your orders with as much advance notice as possible, especially around the holidays.

Standing orders that can be delivered on a set day on a weekly or bi-weekly basis may be of interest to you. We will work with you on a plan that best suits your needs.

A delivery fee will be applied to all deliveries. In the event it becomes necessary to make multiple deliveries [this can occur because you run out of a particular item(s) or you underestimate your need] within a one week period, we will develop a cost effective delivery fee so that you will not be required to pay per delivery.

4 Dessert Selection & Price List

Our wholesale desserts are listed below. If there is a particular item that you would like and it is not listed please let us know and we will make an effort to provide it to you.

Wholesale prices are up to 40% off the retail price and are only available to businesses. The price list follows the dessert selection.



Cakes (Pound & Dessert)

- | | |
|---------------------|-------------------------|
| Banana Cream Cheese | Orange Marmalade |
| Butter | Peach Marble Pound |
| Carrot | Pineapple Coconut |
| Chocolate Espresso | Raspberry Lace |
| Chocolate Truffle | Red Velvet |
| Coconut | Rum Pecan |
| Espresso | Strawberry Marble Pound |
| Fudge Marble | Vanilla Pound |
| Lemon Pound | White |



Standard Cupcakes & Brownies

Standard size cupcakes [see “Cakes” section for flavors]

Fillings -

Blackberry	Vanilla Cream
Chocolate Cream	Strawberry
Raspberry	

Standard cupcakes available with or without a filling

Brownies -

Chewy Chocolate Fudge	Chocolate Almond Coconut
Chocolate Peanut Butter	Pecan Chocolate Chip

Exotic Cupcake Flavors - available in jumbo only

Banana Cream	Mango Passion Fruit
Blueberry Sour Cream	Mint Julep
Chocolate Amaretto	Piña Colada
Key Lime	Strawberry Daiquiri



Cheesecakes

Chocolate	Plain
Fudge Marble	Strawberry Swirl
Mocha Hazelnut	Pumpkin Spice



Jumbo Cookies

Chocolate Carmel Turtle	Oatmeal Cranberry
Chocolate Chip	Oatmeal Raisin
Cinnamon Sugar	Triple Chocolate Deluxe



Muffins

Apple Cinnamon	Chocolate Chip
Banana Nut	Cranberry Orange
Blueberry	Sweet Potato



Pastries

Almond Hazelnut Tea Cakes
Cinnamon Honey Buns
w Pecans

Lemon Madelines
Scones



Pies – available in 9” and 6”

Apple
Blueberry
Butternut Squash
Cherry

Peach
Pecan
Pumpkin
Sweet Potato

Item	Size	Price
Pound Cakes	9” bundt	\$18.25
Dessert Cakes	9” round	\$18.25
Dessert Cakes	10” round	\$21.00
Dessert Cakes	12” round	\$28.00
Standard Cupcakes	Average	w/ filling \$15.75dz
Standard Cupcakes	Average	w/o filling \$12.95dz
Exotic Cupcakes	Jumbo	\$24.50dz
Cookies	Jumbo	\$17.75dz
Pies	9” round	\$16.55
Pies (Mini)	6” round	\$7.95
Cheesecakes	9” round	\$22.50
Brownies	n/a	\$13.50dz
Muffins	regular	\$12.25dz
Pastries	n/a	\$17.50dz

** Prices are subject to change, advanced notice will be given for price increases – January 2012*



5 Conclusion

Our dedication and commitment to excellence is the driving force behind CBT. By allowing us to supply your baked goods you can be certain that you will receive quality service and desserts when you need them.

Thank you for allowing Cakes By Terra to present you with this proposal; it is our hope that you found it beneficial to your needs. If we can be of service to you, or if you have any questions please do not hesitate to contact us.

Appendix A: Terms and Conditions

The following terms and conditions apply for all orders placed and delivered:

- All cheesecakes & fruit pies must be stored in a refrigeration system at all times
- Continued freshness of the product is based on the proper storage of the product
- Proper storage of the product instructions will be given to the recipient
- Once the recipient takes possession of the product they assume all liability
- The responsibility of proper storage of the product is the recipient's
- Upon delivery all items must be inspected/reviewed by the owner or designated employee
- A receipt/release form must be signed after the review of the products is complete
- In the event that an order needs to be canceled please notify us immediately
- Full payment is due at the time of delivery
- By placing an order with Cakes By Terra the recipient accepts all terms and conditions



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