



## Wholesale Products - June 2021 - M#3

Jody@CakesPlus.biz - www.JLCakes.com - 430 Church St, Berlin, NH 03570 (office)

### Whoopie Pies

MSRP 3.99, Cost 2.66, 50% Markup, 33% Margin, **\$1.33 profit each**

*Fluff frosting sandwiched between 2 dense chocolate cake halves.*

- Classic (30% total sales)
- Mint Chip
- Maple Crème
- Caramel
- Espresso
- Strawberry
- Baklava (walnuts & honey)
- Eggnog (seasonal)
- Chocolate Turtle (holiday)
- Peanut Butter
- Coconut Cream
- Chocolate Chip Cookie Dough
- Caramel Latte
- Amaretto
- Hot Chocolate
- Coffee C&C \*coming soon
- Pumpkin Spice (seasonal)
- Strawberry & Choc (holiday)
- Double Chocolate
- Cookies & Cream
- Churro (cinnamon & sugar)
- Mexican (chocolate & cayenne)
- Black Raspberry
- SNICKERS chunk
- Pistachio \*coming soon
- Peppermint (seasonal)

- Most stores stock Classic and 2 rotations for the week

~ 21-Day fresh shelf life, 6 months frozen, 14 days thawed

### Snowballs

MSRP 3.99, Cost 2.66, 50% Markup, 33% Margin, **\$1.33 profit each**

*Round cake covered with fluff frosting, rolled in shredded coconut.*

- Chocolate (65% total sales)
- Vanilla (35% total sales)

~ 21-Day fresh shelf life, 6 months frozen, 14 days thawed

### Brownies

MSRP 2.75-2.99, Cost 1.99, 50% Markup, 33% Margin, **\$1.00 profit each**

Original, Chocolate Chip, Walnuts\*, Coconut\*, Mint Chip\*

~ 14-Day fresh shelf life, 6 months frozen, 10 days thawed

### Cookies (2 pack)

MSRP 2.75-2.99, Cost 1.99, 50% Markup, 33% Margin, **\$1.00 profit each**

- Chocolate Chip, Triple Chocolate, Peanut Butter, Coconut Flake, ChocoLATE, Cranberry-Orange, Butterscotch Delight, Molasses, Gingerbread, White Chocolate Cranberry, Oatmeal Spice, Peanut Butter Cup. \*NEW FLAVORS COMING SOON\*

~ 14-Day fresh shelf life

\*First shipped order shall prepay, repeat wholesale orders will establish net 30 terms

\*NO ITEMS LISTED REQUIRE REFRIDGERATION IF HELD LESS THAN 14 DAYS

\*NO ITEMS LISTED REQUIRE NH 9% MEALS TAX IF SOLD PREPACKAGED