

What does Partnering with Creative Occasions mean to you?

1) Reduced Complexity

- Less ingredients and packaging to order, receive, assemble and manage
- Fact based Ingredients and Nutritional information

2) Increase Sales

- Increase penetration, full shelves during key traffic hours
- Cakes available 24 - 7

3) Lower Overall Labor while maintaining customization

- Eliminate cake decorator inconsistencies
- Maintain variety with less costly labor

4) Increased Profitability

- Reduce Shrink, sustain solid Margin
- Increase Stakeholders ROI



Phil Crow and Mark Erickson
Business Partners

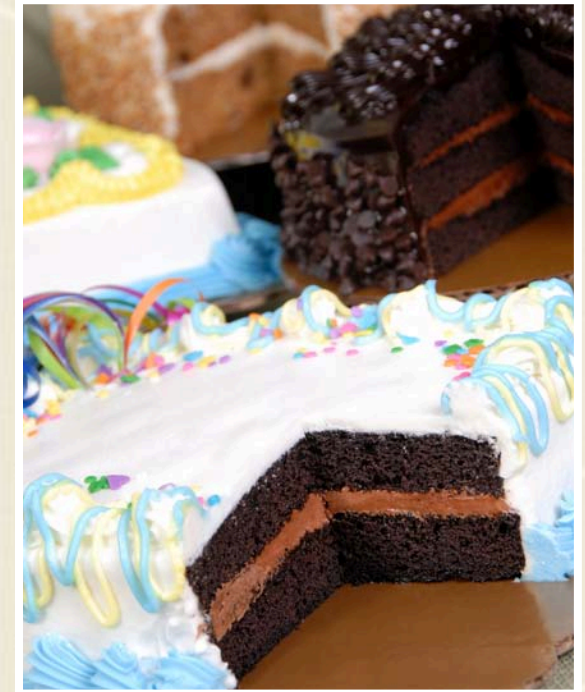
Creative Occasions
begin with a great cake.®

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**CREATIVE
OCCASIONS,
INC.**



“Let Your
Customers Taste
The Difference That
Quality Makes”



Creative Occasions, Inc. features premium quality, frozen, fully finished and packaged cake products for the Food Service, Catering, C-store & In-Store Bakery Segments. We have an extensive variety of over 100 offerings, spanning 7 oz. mini cakes to over 100 oz. celebration cakes. From Base iced and filled to elaborately decorated, we have a cake to fill every customers need.



WHY WE ARE DIFFERENT

Only the finest quality ingredients are used in every aspect of our operation, carefully balancing the price/value relationship as understood by the consumer. Key features of our cakes are:

- Premium Quality Cake (High ratio 120%+ Sugar to Flour)
- Real Sweet Butter Cream (AA 92 Score Butter)
- Premium Whipped Toppings and Non Dairy Icings
- European Mousse's & Chocolate Truffle
- Finest Fillings & Chocolate Ganache
- "Retail Bakery" hand decorating and finishing
- Two unique finishes per case on decorated varieties
- ZTF - Zero Trans Fat
- Clean Label - All Natural Cakes



Carrot cake with Pineapple, Walnut and Golden Raisins Raisins and frosted with real cream cheese



Every cake passes stringent Quality Assurance and H.A.C.C.P. tests.



Our floral arrangements are all hand made and entirely edible



8x8 Square Split and Filled Vanilla Mousse Cake with Antique White Buttercream.



Base Iced and Mousse Filled Chocolate Cake with Buttercream.



White Cake with Real Lemon Mousse Filling



Each cake is packaged in a high visible dome or window box



Marble Cake with Real Chocolate Mousse Filling