

# BAKER'S REQUEST™ CAKE MIXES

Customers love the flavour and texture; bakers love the consistent performance and quality. You can rely on these versatile mixes to make both your traditional and signature creations.

At Dawn, we know that for most bakeries, cake is king. You need cakes that are moist and full of flavour to keep your customers coming back. And with our Baker's Request™ Cake Mixes, you can count on cakes with fantastic flavour, superb texture and eye-catching appeal. From mini bundts and cupcakes to layers and sheets, with Baker's Request™ Cake Mixes, you can make them all. And by enhancing the batter with just the right ingredients, you can make great signature desserts too. Go beyond the basics by adding Dawn Fruit Bits or even a swirled-in batter for a marbled effect to match any holiday or special occasion. With Baker's Request™ Mixes and your imagination, unique product ideas are easy!

- **Excellent flavour and eating quality**
- **Superior volume**
- **Consistent baking performance**
- **Just add water & oil**

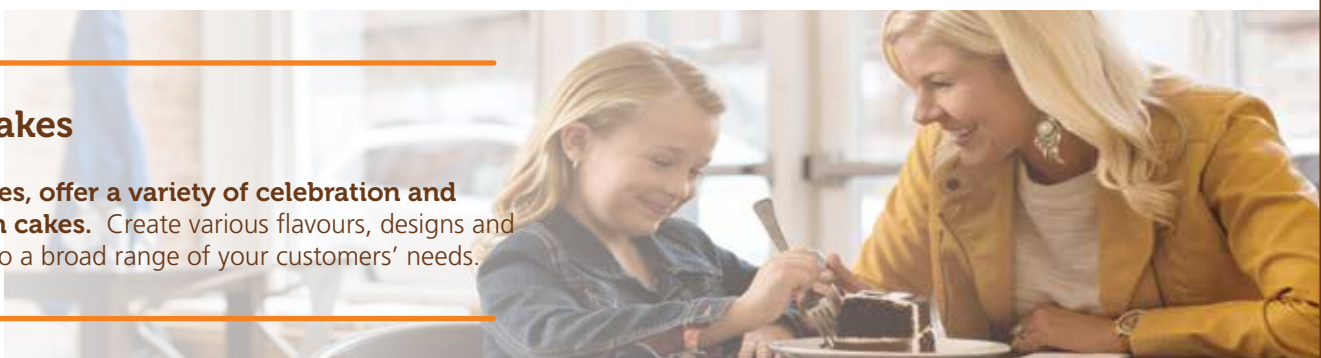


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## Sell More Cakes

**To maximize sales, offer a variety of celebration and dessert occasion cakes.** Create various flavours, designs and sizes that appeal to a broad range of your customers' needs.

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# Cake Mix Varieties

Your customers expect cakes that deliver on flavour and texture, and you need cakes that perform consistently. Our Baker's Request™ Cake Mixes bring these features together to help your customers celebrate life's sweet moments.



White



Devil's Food



Dark Devil's Food



Red Velvet



Carrot

## Specifications

Outside UPC #	Item #	Description	Case Count	Case Pack	Unit of Sale	Gross Cs Wt (kg)	Net Cs Wt (kg)	Case Cube (cu ft)	Tie (Cs)	Tier (Cs)	Pallet Count (Cs)
Dawn® Baker's Request™ Cake Mixes											
029519104306	00938186	Baker's Request™ Cake Mix White	1	20 KG	BAG	20.227	20.00	1.128	5	10	50
029519104276	00938178	Baker's Request™ Cake Mix Devils Food	1	20 KG	BAG	20.227	20.00	1.128	5	10	50
029519203832	01283811	Baker's Request™ Cake Mix Dark Devils Food	1	50 LB	BAG	22.906	22.68	1.128	5	10	50
029519216085	01335034	Baker's Request™ Cake Mix Carrot	1	50 LB	BAG	22.906	22.68	1.128	5	10	50
029519196639	01252288	Baker's Request™ Cake Mix Red Velvet	1	50 LB	BAG	22.906	22.68	1.128	5	10	50

## Why Dawn?

**Our products work hard because we mix quality with well-researched insights.** So when you choose Dawn for your bakery, you're choosing more than just a product to sell. You're choosing expert advice on the right way to sell the product. That means you'll get the return on your investment that will keep your shelves full and your bakery profitable.



While you're concentrating on bringing joy to your customers, we're bringing you the solutions that make your job easier. Contact us at **1.866.277.3663** or **dawnfoods.com**.

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