


Cakes.com & The Magic of Cakes Kiosk

Multi-Platform Cake Ordering System

 Ordering Wizard

Ordering Wizard Sign Up

Welcome to the Online Cake Ordering Wizard

The Online Cake Ordering Wizard is a setup tool that you will use to make cake ordering more convenient for your customers on Cakes.com. To get started, please enter your DecoPac customer number found on your DecoPac invoice and the email address you use for your DecoPac account.

If you are not yet a DecoPac customer, please [click here](#) to open an account.

Customer Number

Email Address

The Email required for the setup process is case sensitive.

Terms and Conditions

Cakes.com Bakery Terms & Conditions

The following describes the terms on which Cakes.com offers you access to our services.

Introduction

Welcome to Cakes.com. By using Cakes.com (including www.Cakes.com and its related subdomains, services, other sites and tools linked to www.Cakes.com (collectively, the "Site"), you agree to the terms and conditions set forth in these Cakes.com Bakery Terms & Conditions (this "Agreement") with Cakes.com and the general principles for the Site. As used in this Agreement and unless otherwise described, "Cakes.com," "we" or "our" refers to DecoPac, Inc., the corporate owner of Cakes.com. As used in this Agreement, "you" means either (a) the company or other business or governmental entity specified as the applicant to be a Cakes.com Bakery, or (b) if there is no such entity or this Agreement proves unenforceable against such entity, the individual now agreeing to this Agreement.

[Printer Friendly Terms and Conditions](#)

☐ I represent that I operate a commercial retail or in-store bakery with information on file at DecoPac under the customer number provided above. I request any notices be sent to my bakery at the address on file.

☐ I have reviewed the attached Cakes.com Bakery Terms and Conditions and agree to the terms and conditions of the Agreement. I understand that my Bakery will be charged according to the payment model in the Agreement which may be amended by DecoPac from time to time.

☐ I have reviewed the attached Kiosk User Agreement and agree to the terms and conditions of the Agreement. I understand that my bakery will not be charged any transaction fee for orders placed on the kiosk in my bakery.

Submit

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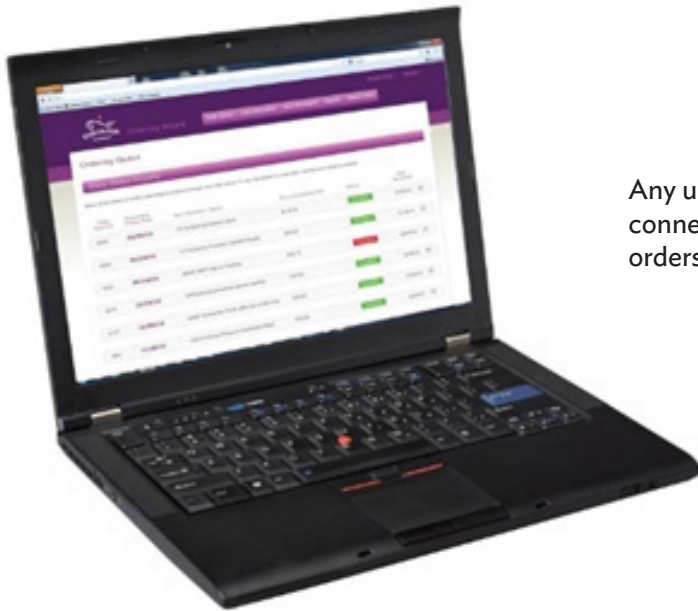
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Technical Requirements and Equipment

Our Cake Ordering website/kiosk offerings are designed to function on the device of your choice, which gives you the ability purchase your preferred hardware at the vendor of your choice. Once you've acquired your hardware all that is needed is an internet connection. You are then able to setup and manage your account, along with accepting and managing incoming orders.



Any up-to-date laptop and desktop computer with an internet connection (Wi-Fi included) can be used to accept consumer orders and manage your account.

In order to provide the most compatible system in the market, we've designed the The Magic of Cakes Kiosk functionality so that it can be used with any mobile device (e.g. iOS and Droid operating systems).



Merchandising Solutions and Tips

Overview

Implementing new technology into your bakery or retail store unleashes the opportunity to increase efficiency and consumer outreach on the sales floor. To utilize the full potential of in-store kiosk cake ordering, a merchandising strategy is essential. DecoPac has helped numerous bakeries and retail chains set up online cake ordering kiosks and gained insight about best practices for merchandising The Magic of Cakes Kiosk.

The following tips should serve as a starting point for your merchandising strategy, which should ultimately be tailored to your unique consumer base and bakery / retail store brand. These tips are guidelines about the placement, presentation, and staff involvement considerations that should be taken into account when implementing The Magic of Cakes Kiosk in your establishment.



Promote Kiosk Usage

In-store online cake ordering may be new to some consumers. Use promotions, signage, demonstrations and kiosk placement to increase consumer understanding, satisfaction and utilization rates. Consider wayfinding when placing signage in order to create a navigation flow that directs consumers to the kiosk.

in order to create a navigation flow that directs consumers to the kiosk.

- **Location:** Kiosks work best when they are placed in high-traffic areas. If a customer has to walk far to find the kiosk, they will not bother.
- **Promotion:** Adequate signage should help the customer find the kiosk and know what it is for. Consider overhead or floor signage directing customers to the kiosk and signage on the kiosk to articulate the benefits of using it. And, don't forget to include your unique QR Code so the customer can take your new ordering system on-the-go to order when convenient.

Consider the following ways you could promote the kiosk:

- Ceiling Signage
- Floor Clings
- Header Card on the Kiosk
- Cake Case Cling
- Stanchion Signs
- Direct Mail, including your unique QR code in the offer for consumer to scan and order from home or on-the-go
- Advertising

Staff Involvement

To ensure the best consumer experience, ensure that staff is trained to be able to answer any usage questions.

1. Conduct an overview of how to place an order using your new kiosk.
2. Provide a copy of the “Consumer Experience The Magic of Cakes Kiosk” section of this manual for reference in the bakery. See the Frequently Asked Questions section of this guide as a resource for potential customer usage questions.
3. Place a few tests with each member of the team to ensure everyone knows how to use the system.

Product Merchandising

Create an “Endless Aisle”

The Magic of Cakes Kiosk and the Cakes.com Cake Ordering system are designed to accept DecoPac cakes as well as other cake designs and your bakery’s original designs. Including a vast array of products in the kiosk creates an “endless aisle” to be shopped by your customers and delivers more opportunities to convert to purchase.

Photography Tips for Custom Cake Images

Ensure products look their best when they appear on the screen by considering the following photography tips.

1. **Light:** Natural light works best for any type of photo.
2. **White Background:** A clean white background looks best since it creates a focus on the product itself.
3. **Provide a sense of scale** by including an item in the image that people are familiar with for products where size may be unclear.
4. **Show a particular item in lots of colors** by using more than one photo in the offer or by having them all in one photo. This can help customers visualize the possibilities.

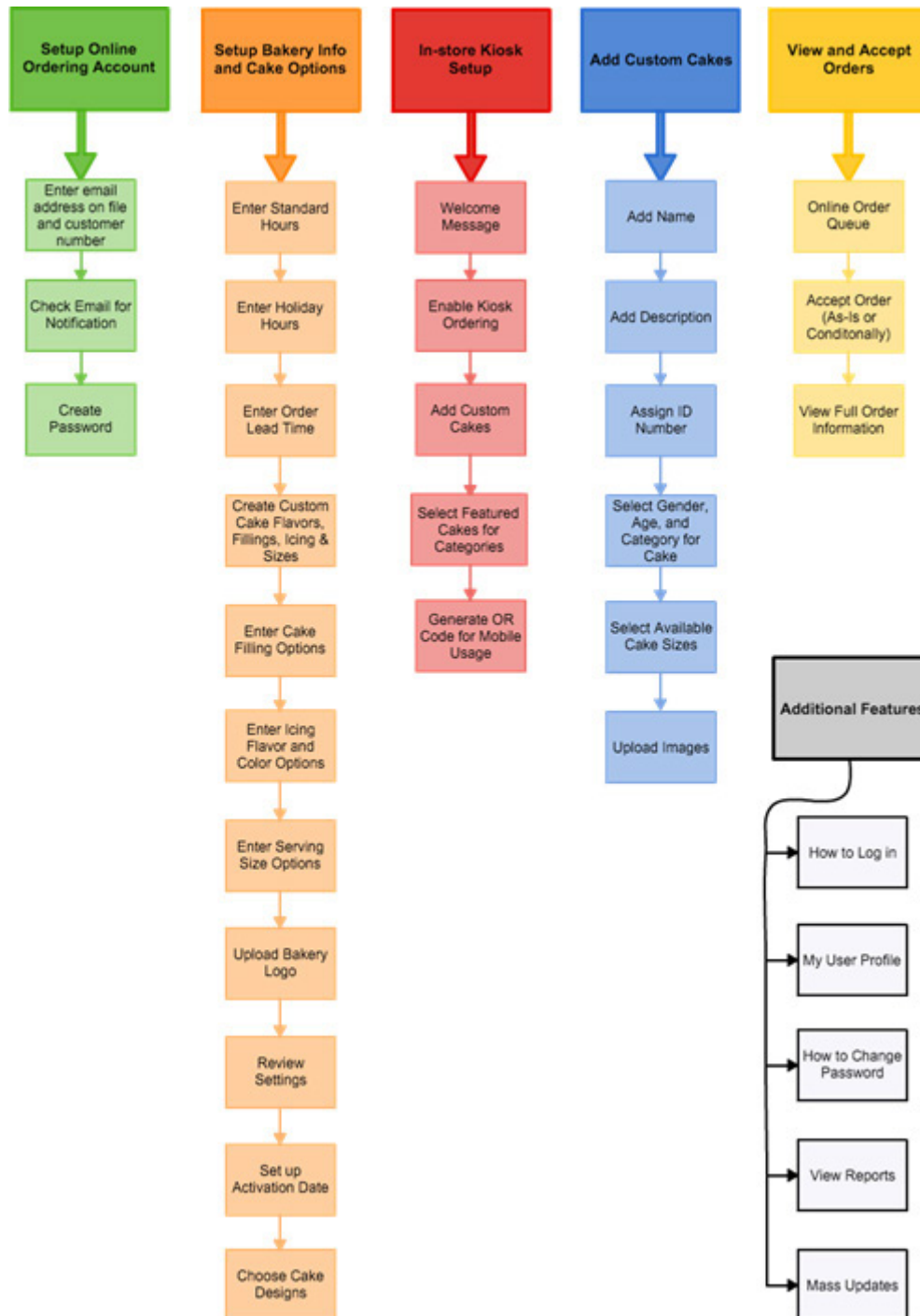
Out of Stock

Customers can get frustrated when an item is out of stock. Ensure a world class experience by considering one of these two options:

1. Removing the item from sale in The Magic of Cakes Kiosk and/or Cakes.com. See page 42 for details on how to do this.
2. Change the lead times in the admin settings to give you ample time to order the required products.

Online Cake Ordering Wizard Overview

The Cake Ordering Wizard is an online tool from DecoPac that makes it easy for DecoPac customers to create online cake ordering on Cakes.com. When Online Cake Ordering is active, Bakeries and other retail outlets are able to provide online ordering options on Cakes.com to their consumers. Payment is handled by the bakery or store at time of order pickup.



How To Get Started

Setting up and configuring your Online Cake Ordering Wizard account is easy once you have everything you need.

What You Need

Internet Access
DecoPac Customer Number
The email address that is associated with your bakery's DecoPac Online Account

All bakeries and other retail outlets are required to have a DecoPac Online Account before using the Online Cake Ordering Wizard. If your bakery has an account with DecoPac, then gather your bakery's DecoPac customer number and the email address used to log in to DecoPac.com.


If your bakery or retail outlet does not have a DecoPac Online Account, then you can go to the following link to establish an online account:

<https://www.decopac.com/signup>

FREE SHIPPING ON ALL ORDERS OVER \$75

LOG IN

SIGN UP



Enter a keyword or product # to search...

SHOP

SUPPORT

PHOTOCAKE®

TECHNOLOGY

Sign Up

Has your company purchased from DecoPac before?

Yes ☒

No ☐

Continue

Login as Existing Customer

If your bakery or retail outlet is an existing DecoPac customer, and has already established an online account on DecoPac.com, then continue to the next step. If not, proceed once you've established a bakery or retail account with DecoPac.com. Please note that it takes one business day for your new DecoPac account to be processed and become available on the Cakes.com Online Ordering Wizard.

Setting Up Online Cake Ordering

To set-up Online Cake Ordering, customers will need to go to the following URL:

order.cakes.com/account-admin/setup or follow the link on <https://www.decopac.com/online-cake-ordering>.

Steps on this page:

Ordering Wizard Sign Up

Welcome to the Online Cake Ordering Wizard

The Online Cake Ordering Wizard is a setup tool that you will use to make cake ordering more convenient for your customers on Cakes.com. To get started, please enter your DecoPac customer number found on your DecoPac invoice and the email address you use for your DecoPac account.

If you are not yet a DecoPac customer, please [click here](#) to open an account.

Customer Number

Email Address

The Email required for the setup process is case sensitive.

Terms and Conditions

services.

Introduction

Welcome to Cakes.com. By using Cakes.com (including www.Cakes.com and its related subdomains, services, other sites and tools linked to www.Cakes.com (collectively, the "Site"), you agree to the terms and conditions set forth in these Cakes.com Bakery Terms & Conditions (this "Agreement") with Cakes.com and the general principles for the Site. As used in this Agreement and unless otherwise described, "Cakes.com," "we" or "our" refers to DecoPac, Inc., the corporate owner of Cakes.com. As used in this Agreement, "you" means either (x) the company or other business or governmental entity specified as the applicant to be a Cakes.com Bakery, or (b) if there is no such entity or this Agreement proves unenforceable against such entity, the individual now agreeing to this Agreement.

This Agreement is effective as of your acceptance date of this Agreement.

Scope

Before you may become a member of the Cakes.com Bakery Network (a "Cakes.com Bakery"), you must read and accept all of the terms in, and linked to, [Print Friendly Terms and Conditions](#).

☒ I represent that I operate a commercial retail or in-store bakery with information on file at DecoPac under the customer number provided above. I request any notices be sent to my bakery at the address on file.

☒ I have reviewed the attached Cakes.com Bakery Terms and Conditions and agree to the terms and conditions of the Agreement. I understand that my Bakery will be charged according to the payment model in the Agreement which may be amended by DecoPac from time to time.

☒ I have reviewed the attached Kiosk User Agreement and agree to the terms and conditions of the Agreement. I understand that my bakery will not be charged any transaction fee for orders placed on the kiosk in my bakery.

Submit

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1. Enter your bakery or retail outlet's DecoPac customer number. If you do not remember the DecoPac account number, it is possible to retrieve it from a previous DecoPac invoice.
2. Enter the email address for the DecoPac account. This is the same email address that is used to log in to DecoPac.com. The email address is case sensitive, so make sure to enter the proper case for your email address when setting up and logging in to your account.
3. Check all three of the agreement boxes under the Terms and Conditions.
4. Click the "Submit" button to continue.

Confirm Account Information

The following is information that DecoPac currently has on file for your bakery or retail outlet. If it is incorrect, then steps should be taken to make sure it is updated.

Ordering Wizard Sign Up

Verify Your Customer Information

The information to the right is information we have on file for your bakery. If this is correct, please move on to the next step. If this is not correct, please contact us to update your information.

Update your customer information with DecoPac:
1-800-DECOPAC (332-6722)
Open: 7 AM to 7 PM Central Time Monday through Friday, 7 AM to 2 PM on Saturdays, closed national holidays
[No, change it at DecoPac.com](#)

Please note, this change may take up to 2 or 3 days to be reflected on this page.

Is your store information correct?

Homestyle Bakery
2709 Murfreesboro Rd
Antioch TN 37013
(615) 367-2355

Yes, Continue

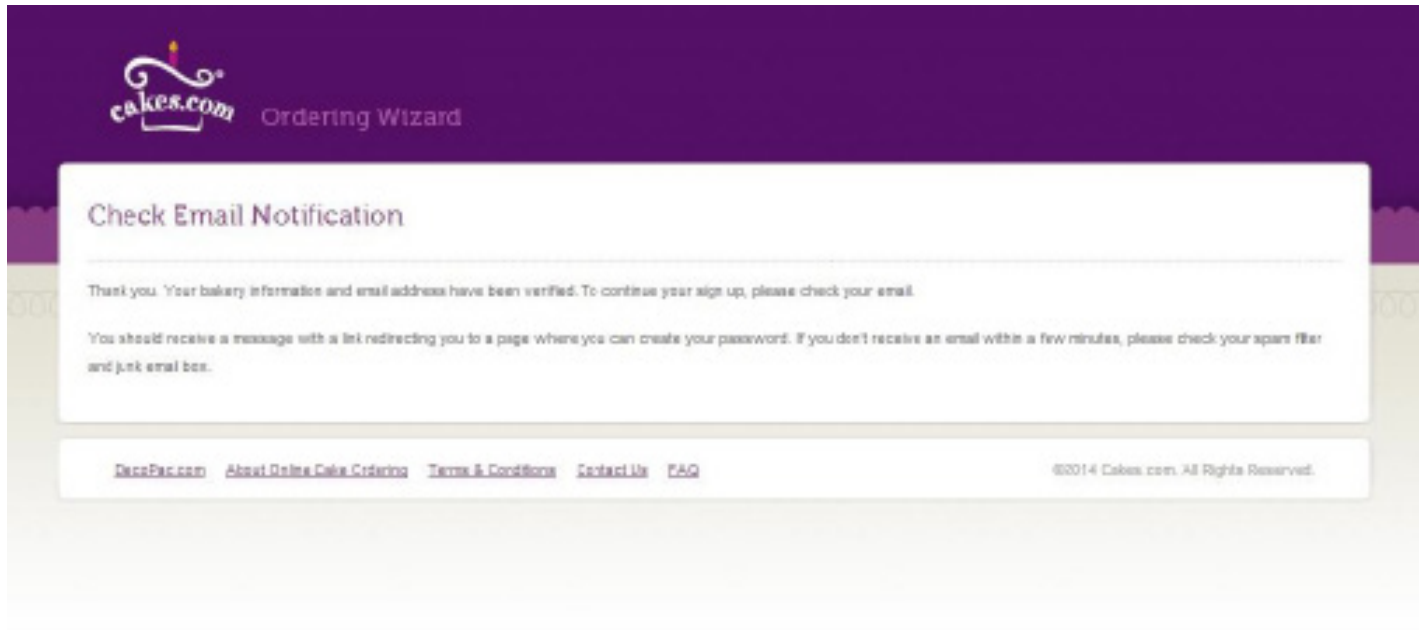
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Steps on this page:

1. Review the store information for the bakery or retail account that is listed on the screen. This information has been imported from DecoPac.com. If the information is not correct, log in to the bakery or retail outlet's online account at DecoPac.com and change it there. (Please note: It will take 24-48 hours for changes to be reflected here.)
2. Click the "Yes, Continue" button to continue.

Check Email Notification

After the “Yes, Continue” button is clicked (on the prior page), you will be taken to the page below and instructed to check your email. You must open the email message you just received and click on the link inside to continue the Online Cake Ordering setup process.



Steps on this page:

1. Check the email account associated with DecoPac.com and your Cakes.com Online Cake Ordering Wizard account for a message with the subject line “Confirm your Cakes.com Online Cake Account”.
2. Click on the link in the email to continue.
3. If you are not seeing the email in your Inbox, check your spam or junk email folder.

Create Your Password

The link in the confirmation email will take you to the following page, where you will need to create a password for the Online Cake Ordering Wizard account.

Ordering Wizard Sign Up

Create Your Password

Welcome back. Before you can log in and set up your cake ordering information, please create a secure password.

Requirements:
Password must be at least 8 characters and contain at least one number and one capital letter.

Password

| | | |
|--------------|--------------------------|----------------------|
| Password | <input type="password"/> | ✓ Meets requirements |
| Confirmation | <input type="password"/> | ✓ Passwords match |

Submit

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Steps on this page:

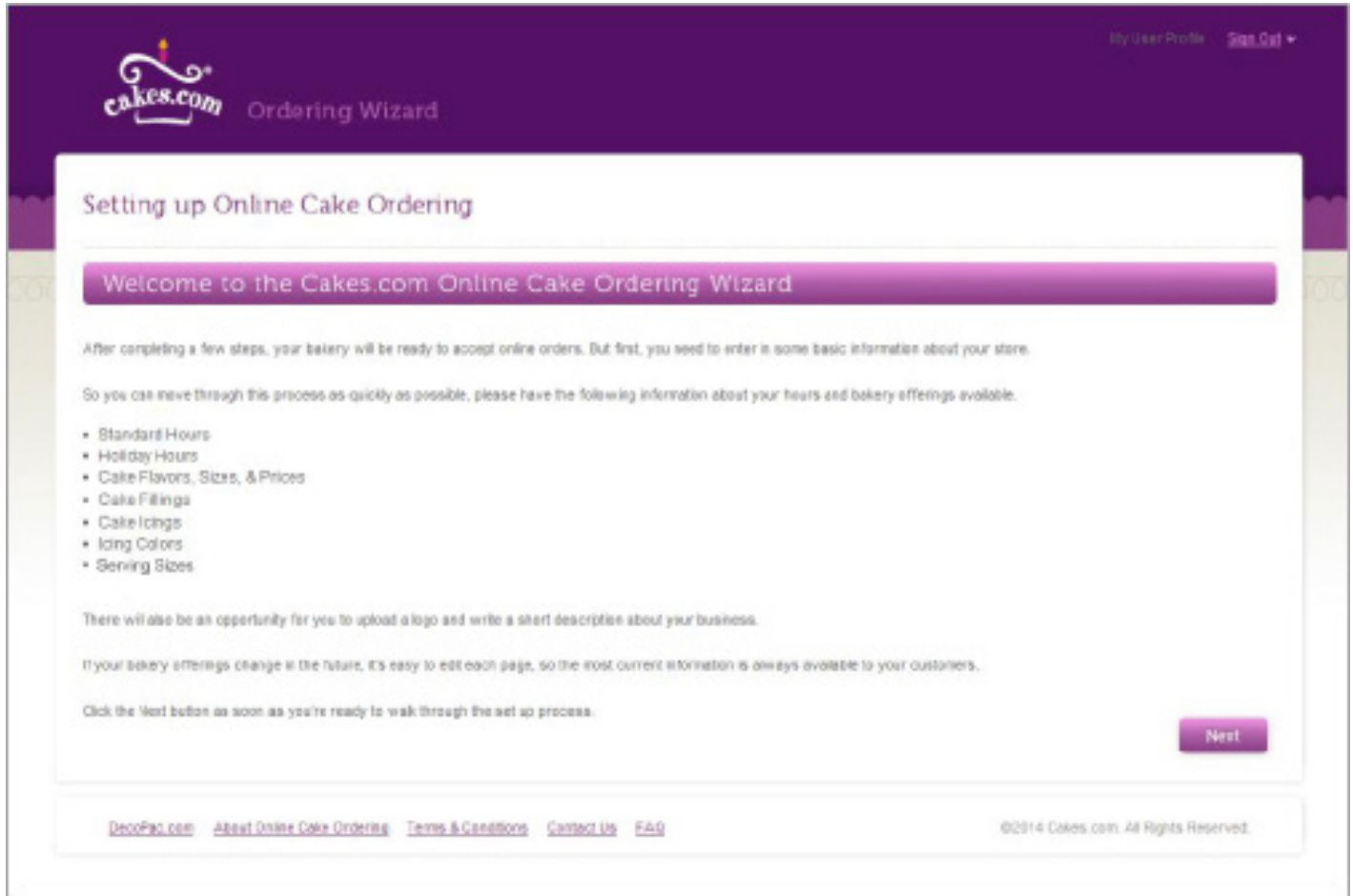
1. Enter a new password that fits the following password rules:
 - Must be at least 8 characters long
 - Must contain at least one number
 - Must contain at least one capitalized letter.
2. In the Confirmation box, re-type the same password to ensure the password is correct.
3. Click on the “Submit” button to continue to the Welcome screen.

Section 2: Bakery Setup

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Create the Online Cake Offering

After clicking the “Submit” button (on the previous page), you will be taken to the “Welcome” page (below). This page will provide you with information necessary to complete the next steps of the setup process.



Info Needed to Complete the Setup Process

The Online Cake Wizard set-up will guide you through the configuration of each of the settings below. Make sure you have the following information available before beginning the setup process:

1. Standard hours
2. Holiday hours
3. Order lead time
4. Cake flavors, sizes & prices
5. Cake Fillings, Icing types, Icing colors, Serving Sizes, and any associated up-charge prices
6. Business logo (optional; file format of jpg, gif or png; dimensions of 200 by 200 pixels)
7. Short description about the business (optional, maximum 200 characters)

Notes about Setting up Online Ordering:

Before you begin the online ordering setup process, please become familiar with the following terms and areas:

- A. The section title and step number are shown in the purple bar at the top of the page.
- B. The default values are shown in purple boxes. To change the default value, click in the purple area.
- C. The Next/Previous buttons are found on the bottom right of the page.

cakes.com Ordering Wizard

My User Profile Sign Out

Edit Store Information

A:

Enter Your Standard Hours Step 2

Fill in the days and times your bakery is currently open during a regular week. On the next page, you'll have the option to enter alternate hours for holidays or other special occasions. If your hours change in the future, this section is always available for editing.

B:

Standard Days

☐ My bakery is open 24 hours, 7 days a week.

| Day of Week | Opening Time | Closing Time |
|-------------|---------------|--------------|
| Monday | From: 8:00 AM | To: 5:00 PM |
| Tuesday | From: 8:00 AM | To: 5:00 PM |
| Wednesday | From: 8:00 AM | To: 5:00 PM |
| Thursday | From: 8:00 AM | To: 5:00 PM |
| Friday | From: 8:00 AM | To: 5:00 PM |
| Saturday | From: 8:00 AM | To: 5:00 PM |
| Sunday | From: 8:00 AM | To: 5:00 PM |

C:

Time Zone

Central Time (US & Canada)

Next

Step 1: Enter Standard Hours

cakes.com Ordering Wizard

My User Profile [Sign Out](#)

Edit Store Information

Enter Your Standard Hours Step 2

Fill in the days and times your bakery is currently open during a regular week. On the next page, you'll have the option to enter alternate hours for holidays or other special occasions. If your hours change in the future, this section is always available for editing.

☐ My bakery is open 24 hours, 7 days a week.

| Day of Week | Opening Time | Closing Time |
|-------------|---------------|--------------|
| Monday | From: 8:00 AM | To: 5:00 PM |
| Tuesday | From: 8:00 AM | To: 5:00 PM |
| Wednesday | From: 8:00 AM | To: 5:00 PM |
| Thursday | From: 8:00 AM | To: 5:00 PM |
| Friday | From: 8:00 AM | To: 5:00 PM |
| Saturday | From: 8:00 AM | To: 5:00 PM |
| Sunday | From: 8:00 AM | To: 5:00 PM |

Time Zone: Central Time (US & Canada)

[Next](#)

Steps on this page:

1. Select the days of the week that the bakery or retail outlet is open. If the store is closed on a certain day, click the purple "Open" button for that day to change that day to "Closed".
2. Make adjustments to the Opening/Closing Times based on store hours.
3. Select the Time Zone.
4. Click "Next" to continue.

Step 2: Enter Your Holiday Hours

If the store's hours are different for holidays or other special days, enter the holiday hours on this page.

cake.com Ordering Wizard

My User Profile [Sign Out](#)

Edit Store Information

Enter Your Holiday Hours

Step 3

Please enter your holiday hours information so your customers can arrange pick-ups for another time or day.

| Open / Closed | Holiday | Date | Standard Hours | Opening Time | Closing Time |
|-------------------------------------|------------------|------------|------------------------------------|---------------|--------------|
| <input type="button" value="OPEN"/> | Presidents' Day | 02/17/2014 | <input type="button" value="YES"/> | From: 8:00 AM | To: 5:00 PM |
| <input type="button" value="OPEN"/> | Passover | 04/15/2014 | <input type="button" value="YES"/> | From: 8:00 AM | To: 5:00 PM |
| <input type="button" value="OPEN"/> | Easter Sunday | 04/28/2014 | <input type="button" value="YES"/> | From: 8:00 AM | To: 5:00 PM |
| <input type="button" value="OPEN"/> | Memorial Day | 05/26/2014 | <input type="button" value="YES"/> | From: 8:00 AM | To: 5:00 PM |
| <input type="button" value="OPEN"/> | Independence Day | 07/04/2014 | <input type="button" value="YES"/> | From: 8:00 AM | To: 5:00 PM |
| <input type="button" value="OPEN"/> | Labor Day | 09/01/2014 | <input type="button" value="YES"/> | From: 8:00 AM | To: 5:00 PM |
| <input type="button" value="OPEN"/> | Rosh Hashanah | 09/25/2014 | <input type="button" value="YES"/> | From: 8:00 AM | To: 5:00 PM |
| <input type="button" value="OPEN"/> | Yom Kippur | 09/25/2014 | <input type="button" value="YES"/> | From: 8:00 AM | To: 5:00 PM |
| <input type="button" value="OPEN"/> | Columbus Day | 10/13/2014 | <input type="button" value="YES"/> | From: 8:00 AM | To: 5:00 PM |
| <input type="button" value="OPEN"/> | Veterans Day | 11/11/2014 | <input type="button" value="YES"/> | From: 8:00 AM | To: 5:00 PM |
| <input type="button" value="OPEN"/> | Thanksgiving | 11/27/2014 | <input type="button" value="YES"/> | From: 8:00 AM | To: 5:00 PM |
| <input type="button" value="OPEN"/> | Christmas Eve | 12/24/2014 | <input type="button" value="YES"/> | From: 8:00 AM | To: 5:00 PM |
| <input type="button" value="OPEN"/> | Christmas Day | 12/25/2014 | <input type="button" value="YES"/> | From: 8:00 AM | To: 5:00 PM |
| <input type="button" value="OPEN"/> | New Year's Eve | 12/31/2014 | <input type="button" value="YES"/> | From: 8:00 AM | To: 5:00 PM |

There is also an option to add a holiday if any of the days the store is closed are not already listed:

Beyond typical holidays, does your store have other closed days or days with special hours? Add below if needed.

| Closed or Extended Hours | | | | | |
|---|-----------------|------|----------------|--------------|--------------|
| Open / Closed | Holiday / Event | Date | Standard Hours | Opening Time | Closing Time |
| <input 5"="" type="button" value="+</input></td> <td colspan="/> Click to add a holiday not already listed on the page | | | | | |

Steps on this page:

1. Update hours/days as needed. If there are special holiday store hours, click the “Yes” button to change it to “No” and update those hours. If closed on any day, click the “Open” button to change it to “Closed”. Add any holidays not already listed on the page, if necessary, and add store hours and the open or closed status for the store for those holidays.
2. Click “Next” to continue

Step 3: Enter Your Order Lead Time

Enter the amount of lead-time the bakery or retail outlet will need to complete the order. These settings will govern what pickup dates and times are available to consumers when they create their online order.

Ordering Wizard

Edit Store Information

Enter Your Order Lead Time Step 4

Enter in the amount of lead-time you and your staff need to produce the order. The lead-time shown begins when the order is placed. If you find the lead times you set are not enough, this information can be adjusted.

| Customer Orders placed on: | Can be picked up: |
|--|--|
| Monday Before: 12:00 AM Before: <input type="text"/> | Same Day After: 12:00 AM After: <input type="text"/> |
| Tuesday Before: 12:00 AM Before: <input type="text"/> | Same Day After: 12:00 AM After: <input type="text"/> |
| Wednesday Before: 12:00 AM Before: <input type="text"/> | Same Day After: 12:00 AM After: <input type="text"/> |
| Thursday Before: 12:00 AM Before: <input type="text"/> | Same Day After: 12:00 AM After: <input type="text"/> |
| Friday Before: 12:00 AM Before: <input type="text"/> | Same Day After: 12:00 AM After: <input type="text"/> |

Steps on this page:

1. Make adjustments to lead times as needed. Click "Next" to continue.

Step 4: Enter Your Online Information (Optional)

The online information page will provide consumers with additional information about the bakery or retail outlet that they have chosen, if that bakery or retail outlet has already setup Online Cake Ordering.

cake.com Ordering Wizard

My User Profile [Sign Out](#)

Edit Store Information

Enter Your Order Lead Time Step 4

Oversee your listing on Cake.com. Upload your logo and add a short message that will be helpful to your customers.
[See an example of a Cake.com customer detail page.](#)

Upload a Logo

200 x 200
jpg, gif, png

[Choose File](#)

Default Logo

Make image file readable
 jpg, png, or gif format. For best results use an image with a size of 200px by 200px.

Add Special Instructions or Promotional Text 200 Characters Left

Store Link Url:
 (e.g. http://mybakery.com)

Store Link Text:
 (e.g. Visit Us Online)

New Cake Inclusion

You are currently automatically excluding new cakes.

No Change

[Previous](#) [Next](#)

[How To Use](#) [About Online Cake Ordering](#) [Terms & Conditions](#) [Contact Us](#) [FAQ](#)

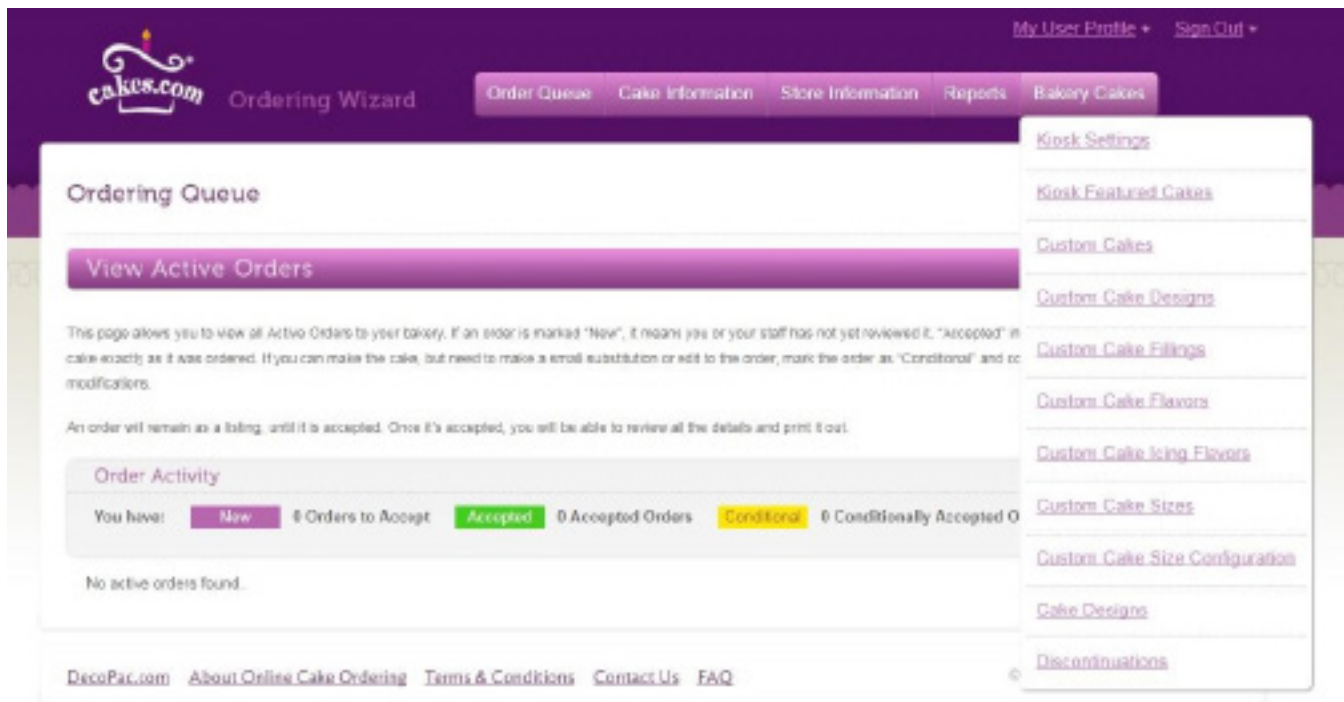
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Steps on this page:

1. Add a logo (optional). The logo can be in gif, jpg or png format, and should be 200 pixels wide by 200 pixels high. If the bakery does not have a logo, then a default Online Cake Ordering logo will be displayed instead.
2. Add any special instructions. These could be more specific directions to the bakery or any type of additional marketing or promotional messaging. This text can be up to 200 characters.
 - a. Add Store Link URL. If you have a website for your business, you can enter it here.
 - b. Add store Link Text: This is the text a customer will click on to go to your website.
(Example – Visit our Website!)
3. New Cake Inclusion: New Cake Inclusion is set to automatically exclude new cakes from appearing as options for your customers to view. Select “Include all new cakes” to automatically include new cake designs without previewing the new items beforehand. The option to “Exclude all new cakes” is available if this option needs to be turned off at a future date.

Step 5: Create Custom Cake Designs, Fillings, Flavors, Icing Flavors & Sizes

If you have custom cake fillings, flavors, icing flavors or cake sizes, then this optional step in the setup process will allow you to define and make available the custom cake options that your bakery or retail store offers.



Under the “Bakery Cakes” menu category, there are five custom cake options that bakeries or retail stores can define for the cakes that they list on Cakes.com.

These user defined cake options are:

- Custom Cake Designs (Page 22)
- Custom Cake Fillings (Page 24)
- Custom Cake Flavors (Page 26)
- Custom Cake Icing Flavors (Page 28)
- Custom Cake Sizes (Page 30)

Clicking on the relevant option will allow you to create custom cake fillings, flavors, icing flavors & sizes. The steps involved with creating each custom option follow.

a. Create Custom Cake Design (used to create upcharge options)

Custom Cake Design

| Name | Actions |
|--|---------|
| You currently have no custom Cake Designs. | |
| New Custom Cake Design Click to create a new custom cake design | |

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New Custom Cake Design

Name

Stacked Cakes

Create Cake design

Add the name of the new custom cake design

Click to create and save the name of the new custom cake design

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Custom Cake Design

| Name | Actions |
|--|---|
| Stacked Cakes | Edit Delete |
| New Custom Cake Design | |

Click to edit the custom cake design

Click to delete the custom cake design

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If you click the “edit” button, you will be brought to a page that allows you to edit a custom design:

The screenshot shows the 'Editing Stacked Cakes' page on the cakes.com website. The header is purple and contains the cakes.com logo, the text 'Ordering Wizard', and several navigation buttons: 'Order Queue', 'Cake Information', 'Store Information', 'Reports', and 'Bakery Cakes'. In the top right corner of the header, there are links for 'My User Profile' and 'Sign Out'. The main content area is white and features the title 'Editing Stacked Cakes' and a sub-label 'Name'. Below this is a text input field containing the text 'Stacked Cakes'. To the right of this field, a red arrow points to a button labeled 'Update Cake design', with a red text label 'Click to update the name of the custom cake design' above the button. At the bottom of the page, there is a footer with links to 'DecoPac.com', 'About Online Cake Ordering', 'Terms & Conditions', 'Contact Us', and 'FAQ', along with a copyright notice: '©2017 Cakes.com. All Rights Reserved.'

Once you have created and/or edited your custom cake design, you can add additional designs or create other custom cake options.

b. Create Custom Cake Fillings

The screenshot shows the 'Custom Cake Filling' page in the Cakes.com Ordering Wizard. The page has a purple header with the Cakes.com logo and navigation links: 'My User Profile', 'Sign Out', 'Order Queue', 'Cake Information', 'Store Information', 'Reports', and 'Bakery Cakes'. The main content area is white and contains a table with two columns: 'Name' and 'Actions'. Below the table, a message states: 'You currently have no custom Cake Fillings.' A red arrow points from the text 'Click to create a new custom cake filling' to the link 'New Custom Cake Filling'.

Custom Cake Filling

| Name | Actions |
|---|---------|
| You currently have no custom Cake Fillings. | |

[New Custom Cake Filling](#)

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The screenshot shows the 'New Custom Cake Filling' page in the Cakes.com Ordering Wizard. The page has a purple header with the Cakes.com logo and navigation links: 'My User Profile', 'Sign Out', 'Order Queue', 'Cake Information', 'Store Information', 'Reports', and 'Bakery Cakes'. The main content area is white and contains a form with a 'Name' field and a 'Create Cake filling' button. The 'Name' field contains the text 'Raspberry Cream'. A red arrow points from the text 'Add the name of the new custom cake filling' to the 'Name' field. Another red arrow points from the text 'Click to create and save the name of the custom cake filling' to the 'Create Cake filling' button.

New Custom Cake Filling

Name

Raspberry Cream

Create Cake filling

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The screenshot shows the 'Custom Cake Filling' page in the Cakes.com Ordering Wizard. The page has a purple header with the Cakes.com logo and navigation links: 'My User Profile', 'Sign Out', 'Order Queue', 'Cake Information', 'Store Information', 'Reports', and 'Bakery Cakes'. The main content area is white and contains a table with two columns: 'Name' and 'Actions'. The table has one row with the name 'Raspberry Cream'. Below the table, a link 'New Custom Cake Filling' is visible. A red arrow points from the text 'Click to edit the custom cake filling' to the 'Edit' button in the 'Actions' column. Another red arrow points from the text 'Click to delete the custom cake filling' to the 'Delete' button in the 'Actions' column.

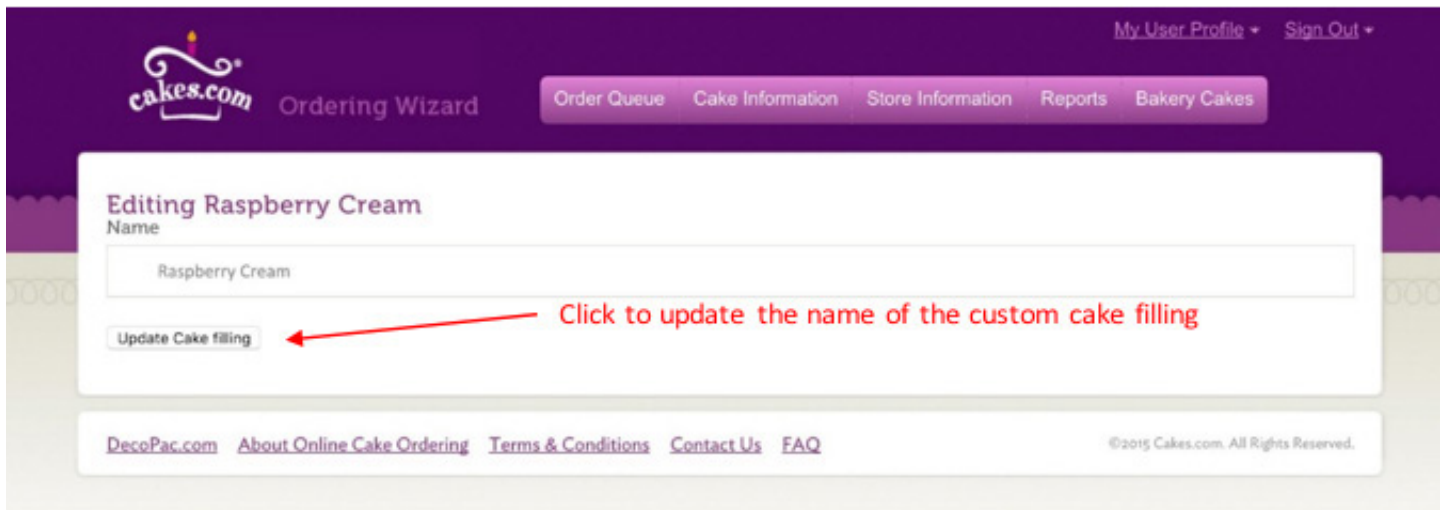
Custom Cake Filling

| Name | Actions |
|-----------------|---|
| Raspberry Cream | Edit Delete |

[New Custom Cake Filling](#)

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If you click the “edit” button, you will be brought to a page that allows you to edit a custom filling:



The screenshot shows the 'cakes.com' logo and 'Ordering Wizard' header. A navigation bar includes links for 'Order Queue', 'Cake Information', 'Store Information', 'Reports', and 'Bakery Cakes'. In the top right, there are links for 'My User Profile' and 'Sign Out'. The main content area is titled 'Editing Raspberry Cream' and features a 'Name' label above a text input field containing 'Raspberry Cream'. Below the input field is an 'Update Cake filling' button. A red arrow points from the text 'Click to update the name of the custom cake filling' to this button. The footer contains links for 'DecoPac.com', 'About Online Cake Ordering', 'Terms & Conditions', 'Contact Us', and 'FAQ', along with a copyright notice: '©2015 Cakes.com. All Rights Reserved.'

Once you have created and/or edited your custom cake filling, you can add additional fillings or create other custom cake options.

c. Create Custom Cake Flavors

cakes.com Ordering Wizard

My User Profile Sign Out

Order Queue Cake Information Store Information Reports Bakery Cakes

Custom Cake Flavor

| Name | Actions |
|--|---------|
| You currently have no custom Cake Flavors. | |
| New Custom Cake Flavor | |

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cakes.com Ordering Wizard

My User Profile Sign Out

Order Queue Cake Information Store Information Reports Bakery Cakes

New Custom Cake Flavor

Name

Starfruit

Create Cake flavor

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cakes.com Ordering Wizard

My User Profile Sign Out

Order Queue Cake Information Store Information Reports Bakery Cakes

Custom Cake Flavor

| Name | Actions |
|--|---|
| Starfruit | Edit Delete |
| New Custom Cake Flavor | |

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If you click the “edit” button, you will be brought to a page that allows you to edit a custom flavor:

The screenshot shows the 'Editing Starfruit' page in the DecoPac.com Ordering Wizard. The page has a purple header with the logo and navigation links. A red arrow points to the 'Update Cake flavor' button, with a red text label 'Click to update the name of the custom cake flavor'.

Editing Starfruit
Name
Starfruit
Update Cake flavor

Click to update the name of the custom cake flavor

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Once you have created and/or edited your custom cake flavor, you can add additional flavors or create other custom cake options.

d. Create Custom Cake Icing Flavors

cakes.com Ordering Wizard

My User Profile Sign Out

Order Queue Cake Information Store Information Reports Bakery Cakes

Custom Cake Icing Flavor

| Name | Actions |
|--|---------|
| You currently have no custom Cake Icing Flavors. | |
| New Custom Cake Icing Flavor | |

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cakes.com Ordering Wizard

My User Profile Sign Out

Order Queue Cake Information Store Information Reports Bakery Cakes

New Custom Cake Icing Flavor

Name

Vanilla Orange

Create Cake icing flavor

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cakes.com Ordering Wizard

My User Profile Sign Out

Order Queue Cake Information Store Information Reports Bakery Cakes

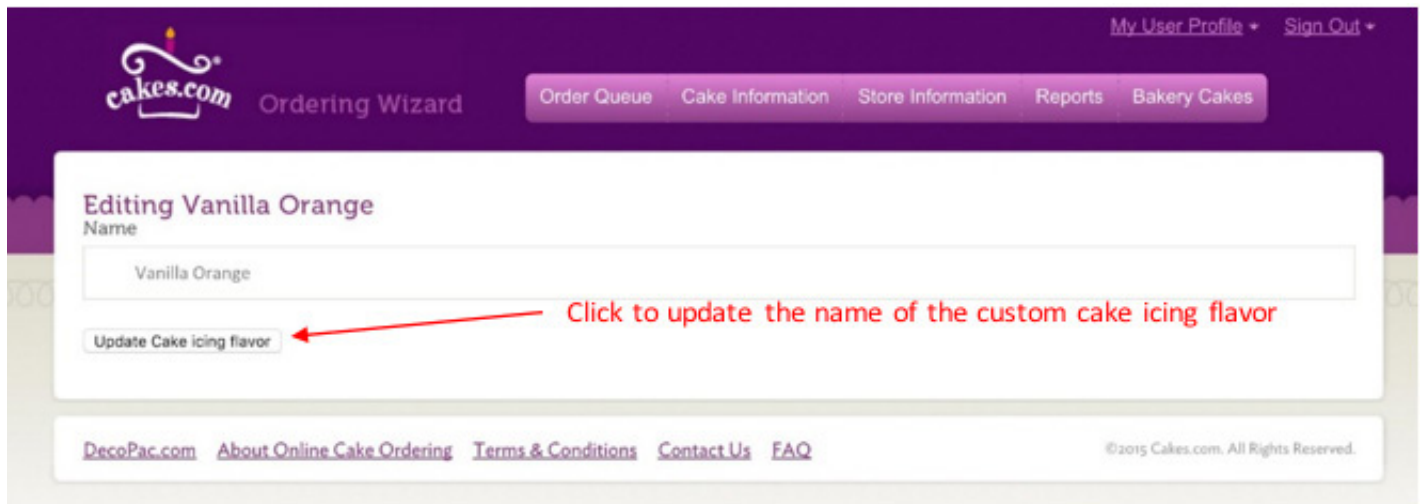
Custom Cake Icing Flavor

| Name | Actions |
|--|---|
| Vanilla Orange | Edit Delete |
| New Custom Cake Icing Flavor | |

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If you click the “edit” button, you will be brought to a page that allows you to edit a custom icing flavor:



The screenshot shows the 'Editing Vanilla Orange' page within the 'cakes.com Ordering Wizard'. The page has a purple header with the 'cakes.com' logo and 'Ordering Wizard' text. Navigation buttons include 'Order Queue', 'Cake Information', 'Store Information', 'Reports', and 'Bakery Cakes'. User links for 'My User Profile' and 'Sign Out' are in the top right. The main content area is white and contains a text input field with 'Vanilla Orange' and an 'Update Cake icing flavor' button. A red arrow points to the button with the text 'Click to update the name of the custom cake icing flavor'. The footer includes links to 'DecoPac.com', 'About Online Cake Ordering', 'Terms & Conditions', 'Contact Us', and 'FAQ', along with a copyright notice for 2015 Cakes.com.

My User Profile ▾ Sign Out ▾

Ordering Wizard

Order Queue Cake Information Store Information Reports Bakery Cakes

Editing Vanilla Orange

Name

Vanilla Orange

Update Cake icing flavor

Click to update the name of the custom cake icing flavor

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Once you have created and/or edited your custom cake icing flavor, you can add additional icing flavors or create other custom cake options.

e. Create Custom Cake Sizes

Custom Cake Size

| Name | Actions |
|--|---------|
| You currently have no custom Cake Sizes. | |
| New Custom Cake Size | |

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New Custom Cake Size

Name

5" Round

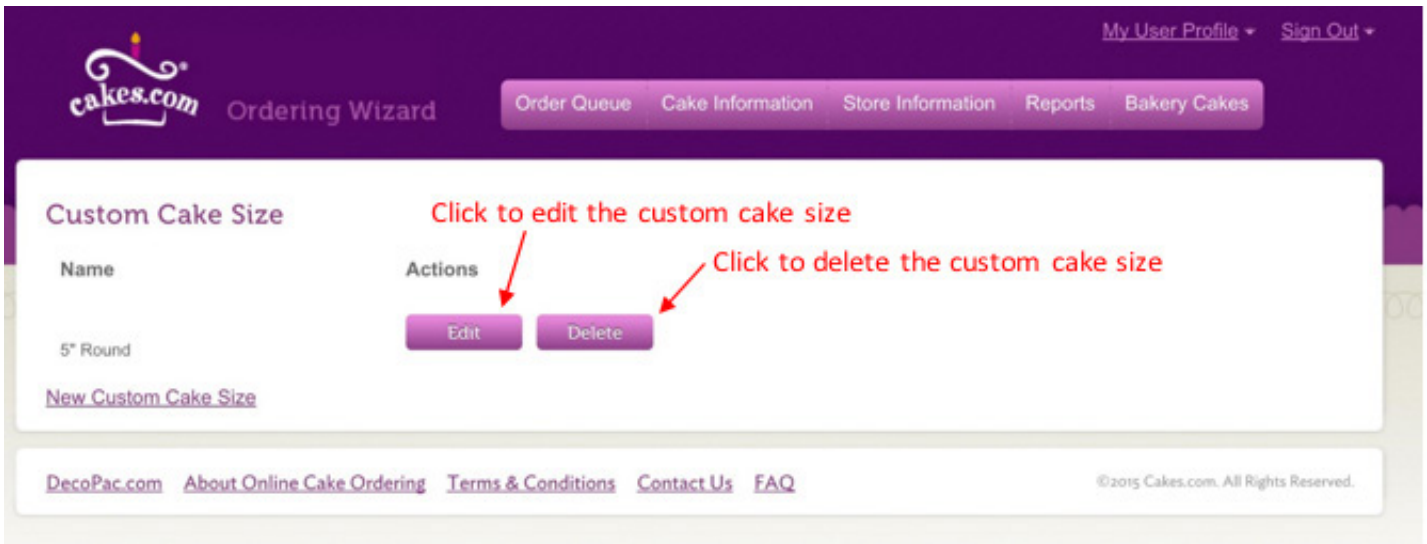
Description

This small round cake is perfect for two

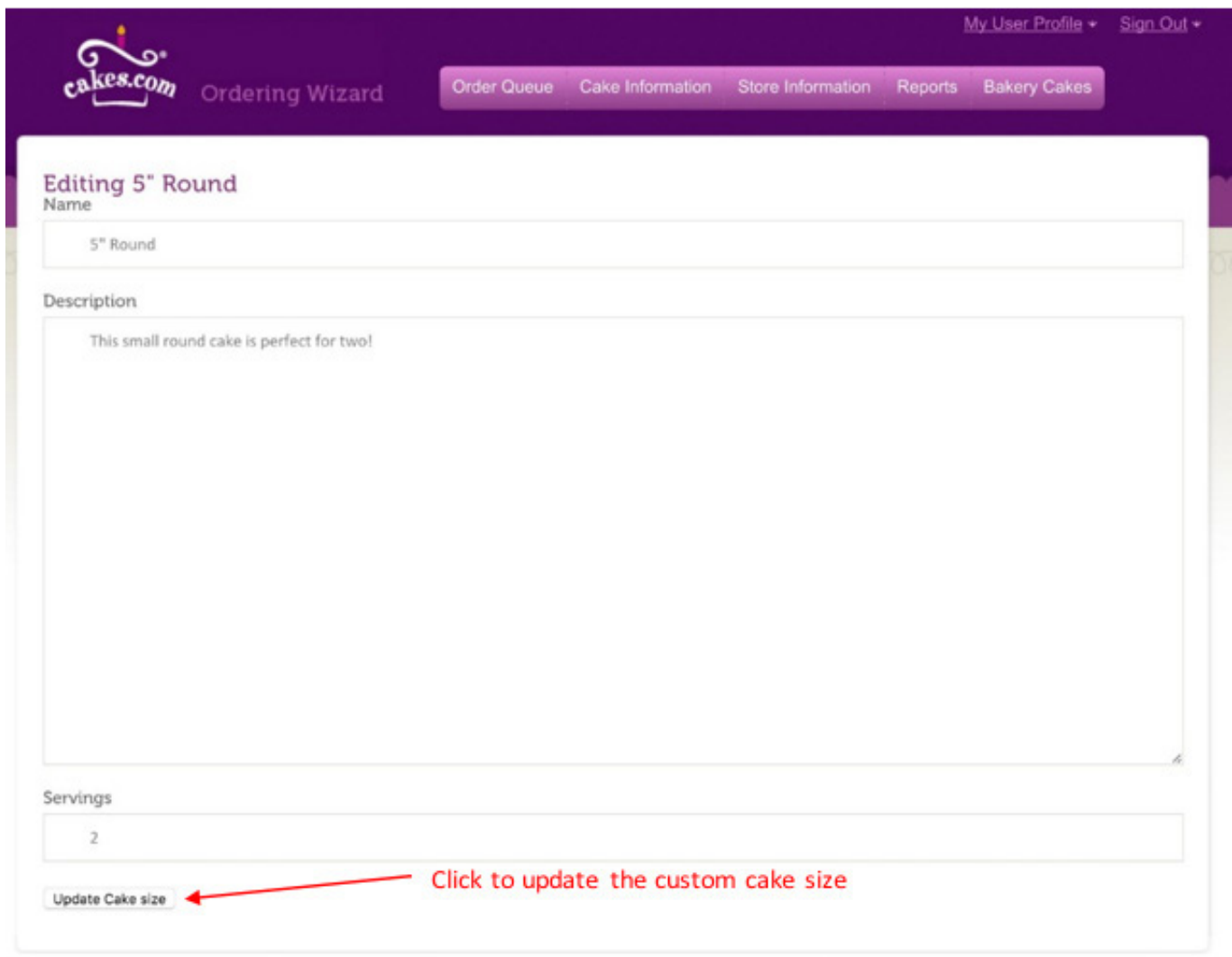
Servings

2

Create Cake size



If you click the “edit” button, you will be brought to a page that allows you to edit a custom cake size:



Once you have created and/or edited your custom cake size, you can add additional cake sizes or create other custom cake options.

Step 6: Edit Your Cake Flavors, Sizes & Prices

This is the first step in setting up the online cake options available to Consumers. When a Consumer selects a cake for a specific bakery, these are the options that will be available to them on Cakes.com.

Ordering Wizard My User Profile Sign Out

Edit Cake Information

Edit Your Cake Flavors, Sizes & Prices Step 6

Cake Flavors

| Flavor | Yes/No |
|-------------|---|
| Carrot | <input checked="" type="checkbox"/> YES |
| Chocolate | <input type="checkbox"/> NO |
| Marble | <input checked="" type="checkbox"/> YES |
| Red Velvet | <input type="checkbox"/> NO |
| Tres Leches | <input type="checkbox"/> NO |
| White | <input type="checkbox"/> NO |
| Yellow | <input type="checkbox"/> NO |
| Variety | <input type="checkbox"/> NO |

Cake Decorations

| Decoration | Yes/No |
|---------------------------|-----------------------------|
| Cake Decorations Upcharge | <input type="checkbox"/> NO |

Cake Size

| Cake Size | Yes/No | Base Price (\$) |
|-------------------------|---|-----------------|
| 1/8 Sheet | <input type="checkbox"/> NO | 0.00 |
| 1/4 Sheet | <input checked="" type="checkbox"/> YES | 10 |
| 1/2 Sheet | <input type="checkbox"/> NO | 0.00 |
| Full Sheet | <input checked="" type="checkbox"/> YES | 15 |
| Pull Apart Cupcake Cake | <input checked="" type="checkbox"/> YES | 16 |
| 7" Round - 2 Layer | <input type="checkbox"/> NO | 0.00 |
| 8" Round - 2 Layer | <input type="checkbox"/> NO | 0.00 |
| 9" Round - 2 Layer | <input type="checkbox"/> NO | 0.00 |
| 10" Round - 2 Layer | <input type="checkbox"/> NO | 0.00 |
| Signature | <input type="checkbox"/> NO | 0.00 |
| Simple Signature | <input type="checkbox"/> NO | 0.00 |
| Petite Signature | <input type="checkbox"/> NO | 0.00 |
| 12 Pack Cupcakes | <input checked="" type="checkbox"/> YES | 7 |

Directions:
Choose the cake flavors, sizes and prices that your bakery offers. If your bakery updates it's offerings, this page is always available to edit, so your customers are always shown your latest cake options.

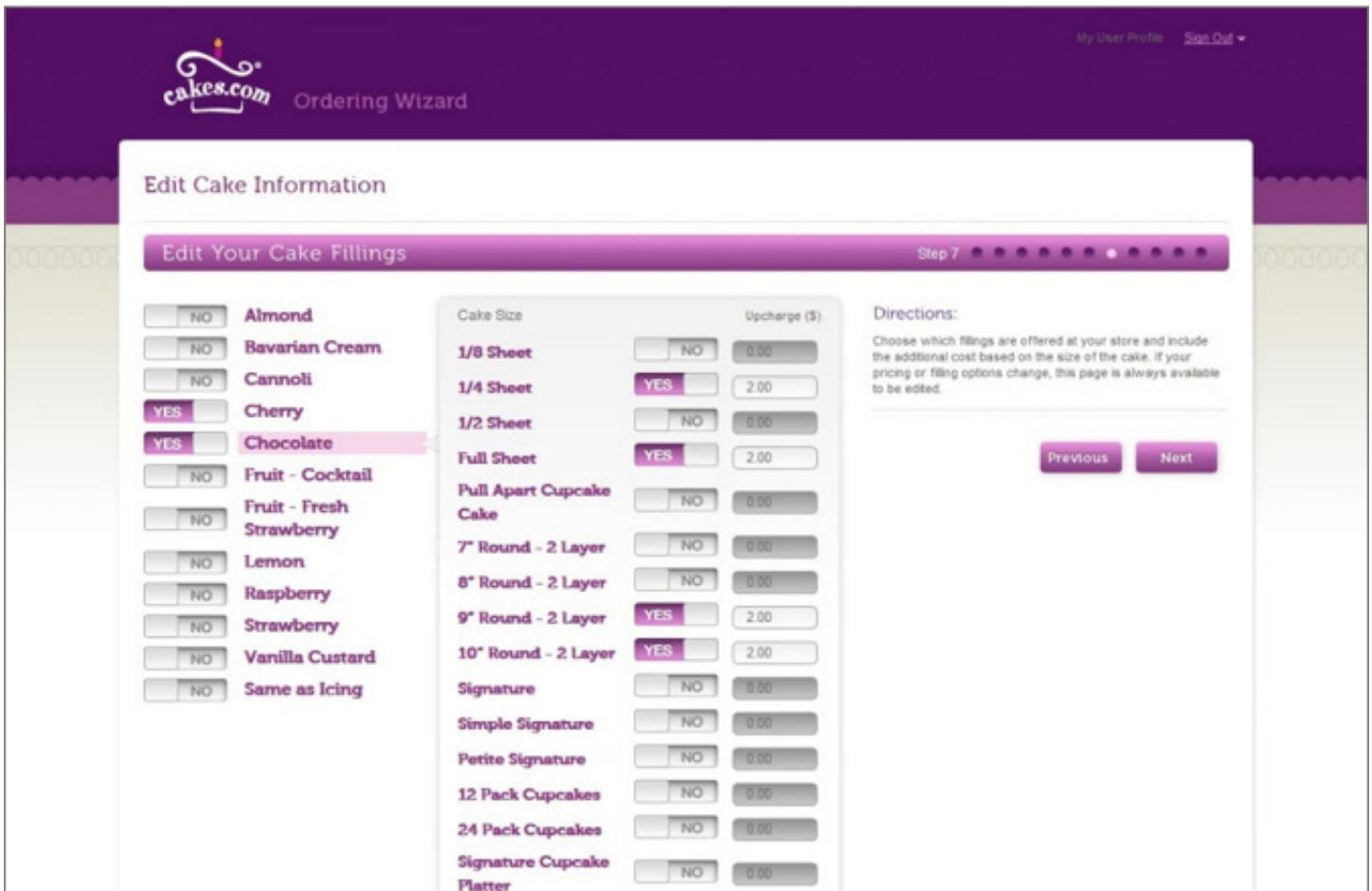
Previous Next

Steps on this page:

1. Select a Cake Flavor then choose the Cake Sizes that are available for that Cake Flavor. To select a Cake Size, you must first enable the Cake Flavor for that Cake Size. This is done by clicking on the "No" button alongside the flavor. Doing this will change the setting to "Yes".
2. To add the Base Price of the Cake Flavor/Size selected, click the "No" button alongside the Cake Size. This will change the setting to "Yes" so that the base price can be set for that Flavor/Size combination. Repeat this for each flavor and size of cake offered to set all the Base Prices.
3. If the bakery charges for additional Cake Decorations such as DecoSet® or Edible Image®, click the "No" button alongside "Cake Decorations Upcharge". This will change the setting to "Yes", and then allow additional charges to be added for these items.
4. To edit these settings after they are enabled and set, make sure to first select a Cake Flavor. When selected, the Cake Size options for that flavor will be displayed, and can then be updated.
5. Click "Next" to continue.

Step 7: Edit Your Cake Fillings

Choose the cake fillings offered at your store and include the additional cost based on the size of the cake.



Ordering Wizard

Edit Cake Information

Edit Your Cake Fillings Step 7

| Cake Filling Flavor | Cake Size | Upcharge (\$) |
|--|---------------------------|--|
| <input type="checkbox"/> NO Almond | 1/8 Sheet | <input type="checkbox"/> NO 0.00 |
| <input type="checkbox"/> NO Bavarian Cream | 1/4 Sheet | <input checked="" type="checkbox"/> YES 2.00 |
| <input type="checkbox"/> NO Cannoli | 1/2 Sheet | <input type="checkbox"/> NO 0.00 |
| <input checked="" type="checkbox"/> YES Cherry | Full Sheet | <input checked="" type="checkbox"/> YES 2.00 |
| <input checked="" type="checkbox"/> YES Chocolate | Pull Apart Cupcake Cake | <input type="checkbox"/> NO 0.00 |
| <input type="checkbox"/> NO Fruit - Cocktail | 7" Round - 2 Layer | <input type="checkbox"/> NO 0.00 |
| <input type="checkbox"/> NO Fruit - Fresh Strawberry | 8" Round - 2 Layer | <input type="checkbox"/> NO 0.00 |
| <input type="checkbox"/> NO Lemon | 9" Round - 2 Layer | <input checked="" type="checkbox"/> YES 2.00 |
| <input type="checkbox"/> NO Raspberry | 10" Round - 2 Layer | <input checked="" type="checkbox"/> YES 2.00 |
| <input type="checkbox"/> NO Strawberry | Signature | <input type="checkbox"/> NO 0.00 |
| <input type="checkbox"/> NO Vanilla Custard | Simple Signature | <input type="checkbox"/> NO 0.00 |
| <input type="checkbox"/> NO Same as Icing | Petite Signature | <input type="checkbox"/> NO 0.00 |
| | 12 Pack Cupcakes | <input type="checkbox"/> NO 0.00 |
| | 24 Pack Cupcakes | <input type="checkbox"/> NO 0.00 |
| | Signature Cupcake Platter | <input type="checkbox"/> NO 0.00 |

Directions:
Choose which fillings are offered at your store and include the additional cost based on the size of the cake. If your pricing or filling options change, this page is always available to be edited.

[Previous](#) [Next](#)

Steps on this page:

1. Select a Cake Filling Flavor by clicking the “No” button alongside the Filling Flavor to change the available status to “Yes”.
2. Then select Cake Sizes for that Filling Flavor by clicking the “No” button next to the Cake Size to change the available status to “Yes”.
3. Once a Cake Size has been set to “Yes” you can add an Upcharge for that Cake Filling/Size combination. If there is no Upcharge, keep the amount set to “\$0.00”.
4. Repeat Steps 1–3 for each Filling Flavor and Cake Size offered.
5. To edit these settings after they are enabled and set, make sure to first select the Cake Filling Flavor. When selected, the Cake Size options for that flavor will be displayed, and can then be updated.
6. Click “Next” to continue.

Step 8: Edit Your Icings

Choose the Icing Flavors that are offered at your store.

The screenshot shows the 'Edit Cake Information' form, specifically the 'Edit Your Icings' section. The form is divided into three main columns: Icing Flavors, Cake Sizes, and Upcharge (\$). The 'Icing Flavors' column lists 15 options, each with a 'NO' button and a 'YES' button. The 'Cake Sizes' column lists 12 options, each with a 'NO' button and a 'YES' button. The 'Upcharge (\$)' column shows the upcharge amount for each combination, with a '0.00' value for most options. The 'Directions' section on the right provides instructions on how to use the form.

| Icing Flavor | Cake Size | Upcharge (\$) |
|---------------------------|---------------------------|---------------|
| Buttercream - Chocolate | 1/8 Sheet | 0.00 |
| Buttercream - White | 1/4 Sheet | 0.00 |
| Chocolate | 1/2 Sheet | 0.00 |
| Chocolate Fudge | Full Sheet | 0.00 |
| Cream Cheese | Pull Apart Cupcake Cake | 0.00 |
| Dairy Whipped Cream | 7" Round - 2 Layer | 0.00 |
| Fondant | 8" Round - 2 Layer | 0.00 |
| German Chocolate | 9" Round - 2 Layer | 0.00 |
| Non-dairy Chocolate | 10" Round - 2 Layer | 0.00 |
| Non-dairy White | Signature | 0.00 |
| Non-dairy Whipped Topping | Simple Signature | 0.00 |
| Strawberry | Petite Signature | 0.00 |
| Whipped Icing | 12 Pack Cupcakes | 0.00 |
| Whipped Icing - Chocolate | 24 Pack Cupcakes | 0.00 |
| | Signature Cupcake Platter | 0.00 |

Directions:
Choose which icing flavors are offered at your store and include the additional cost based on the size of the cake. If your available flavors change in the future, this page is always available for editing.


Previous Next

Steps on this page:

1. Select an Icing Flavor by clicking the "No" button alongside the Icing Flavor to change the available status to "Yes".
2. Then select Cake Sizes for that Icing Flavor by clicking the "No" button next to the Cake Size to change the available status to "Yes".
3. Once a Cake Size has been set to "Yes" you can add an Upcharge for that Icing/Size combination. If there is no Upcharge, keep the amount set to "\$0.00".
4. Repeat Steps 1-3 for each Icing and Cake Size offered.
5. To edit these settings after they enabled and set, make sure to first select an Icing Flavor. When selected, the Cake Size options for that flavor will be displayed, and can then be updated.
6. Click "Next" to continue.

Step 9: Edit Your Available Icing Colors

Use the colored check boxes to select the icing colors available at your bakery.



Ordering Wizard

[My User Profile](#) [Sign Out](#) ▼

Edit Cake Information

Edit Your Available Icing Colors

Step 9

Available Icing Colors:

☐

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Select All ☐

Directions:

Use the colored check boxes to select the icing colors available at your bakery. Of course, if your color selection changes, it's easy to edit in the future.

Previous

Next

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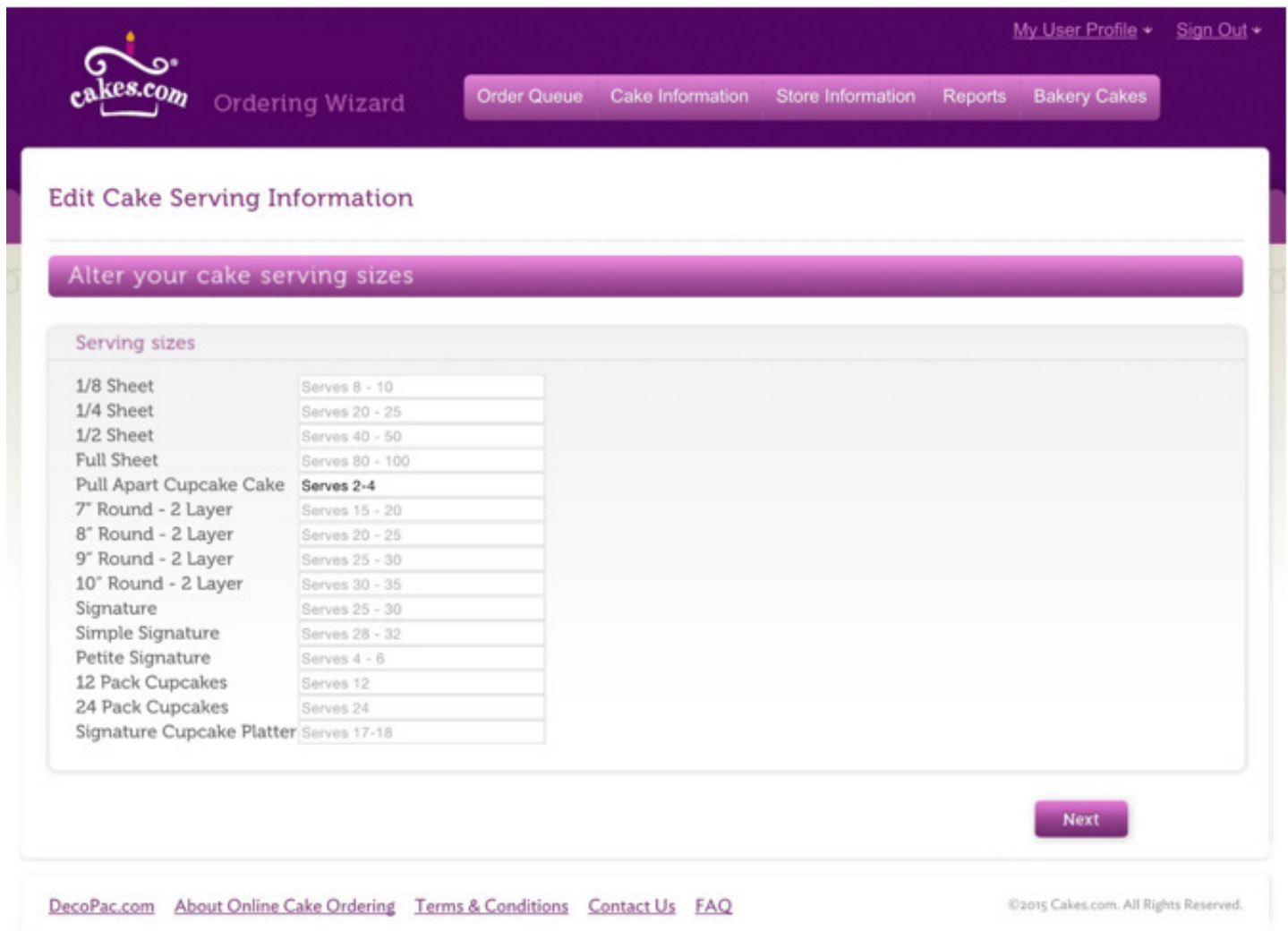
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Steps on this page:

1. Select an Icing color by clicking on it. To select all colors, click the “Select All” checkbox.
2. Click “Next” to continue.

Step 10: Edit Your Serving Sizes

Set your Serving Sizes for each cake size that your bakery or retail store offers.



Ordering Wizard | [My User Profile](#) | [Sign Out](#)

[Order Queue](#) | [Cake Information](#) | [Store Information](#) | [Reports](#) | [Bakery Cakes](#)

Edit Cake Serving Information

Alter your cake serving sizes

| Serving sizes | |
|---------------------------|-------------------|
| 1/8 Sheet | Serves 8 - 10 |
| 1/4 Sheet | Serves 20 - 25 |
| 1/2 Sheet | Serves 40 - 50 |
| Full Sheet | Serves 80 - 100 |
| Pull Apart Cupcake Cake | Serves 2-4 |
| 7" Round - 2 Layer | Serves 15 - 20 |
| 8" Round - 2 Layer | Serves 20 - 25 |
| 9" Round - 2 Layer | Serves 25 - 30 |
| 10" Round - 2 Layer | Serves 30 - 35 |
| Signature | Serves 25 - 30 |
| Simple Signature | Serves 28 - 32 |
| Petite Signature | Serves 4 - 6 |
| 12 Pack Cupcakes | Serves 12 |
| 24 Pack Cupcakes | Serves 24 |
| Signature Cupcake Platter | Serves 17-18 |

[Next](#)

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Steps on this page:

1. Look for the cake size for each cake size that your bakery offers.
2. Follow the suggested format of “Serves ...” and add a number or range for each cake size offered in the form field that is next to the appropriate cake size.
3. Click the “Next” button to continue to the next step.

Step 11: Review Your Settings

This is a review of all settings and options selected. You can edit any section from this page by clicking the link

Please Review Your Settings

Summary Step 10

You are almost ready to accept online orders! Please review your settings to make sure all of your information is accurate. If you find an error, go back and edit that section. Once everything is correct, click Next.

☐ I have reviewed my settings **Next**

Sections

- [Standard Hours](#)
- [Time Zone](#)
- [Holiday Hours](#)
- [Lead Times](#)
- [Online Settings](#)
- [Cake Flavors](#)
- [Cake Decorations](#)
- [Cake Fillings](#)
- [Cake Icing Flavors](#)
- [Cake Icing Colors](#)

Standard Hours Edit

| | | | |
|----------------|--------|---------------|-------------|
| Monday | Closed | | |
| Tuesday | Open | From: 8:00 AM | To: 5:00 PM |

Steps on this page:

1. Review your settings to make sure all of your information is accurate. If you find an error, go back and edit that section by clicking on the “Edit” link to the right of the section you wish to edit.
2. Check the box alongside “I have reviewed my settings”, and click “Next” to continue.

Step 12: Set the Activation Date

The Online Cake Ordering Wizard gives you the option to “go live” today with your Cake Ordering Options, or to schedule a “go live” date in the future.

The screenshot shows the 'Your Bakery Setup is Complete!' screen in the Cakes.com Ordering Wizard. At the top, the Cakes.com logo and 'Ordering Wizard' text are visible. In the top right corner, there are links for 'My User Profile' and 'Sign Out'. A progress bar indicates 'Step 11' is the current step. The main content area has a heading 'Your Bakery Setup is Complete!' followed by a message: 'You are one step away from taking orders.' Below this, a congratulatory message states: 'Congratulations. Your bakery is now set up for customer orders on Cakes.com. You can begin accepting orders now or set up activation for a later date. Once you've made your selection, you'll be directed into your order queue.' There are two main options: 'Begin Accepting Online Orders Now' and 'Begin Accepting Online Orders Later'. The 'Now' option includes the text 'You can go live now and begin taking orders online.' and a large purple button labeled 'Begin Accepting Online Orders Now'. The 'Later' option includes a 'Start online ordering on:' label, a date picker, and a large purple button labeled 'Do Not Accept Online Orders Yet'. A 'Previous' button is located at the bottom right of the main content area. The footer contains links for 'DecoPac.com', 'About Online Cake Ordering', 'Terms & Conditions', 'Contact Us', and 'FAQ', along with a copyright notice: '©2014 Cakes.com. All Rights Reserved.'

Steps on this page:

1. To begin accepting online orders today, click on the “Begin Accepting Online Orders Now” button. Doing this will activate your online cake ordering option immediately.
2. To schedule a “go live” date in the future, select the date that you want to go live, then click the “Do Not Accept Online Orders Yet” button.

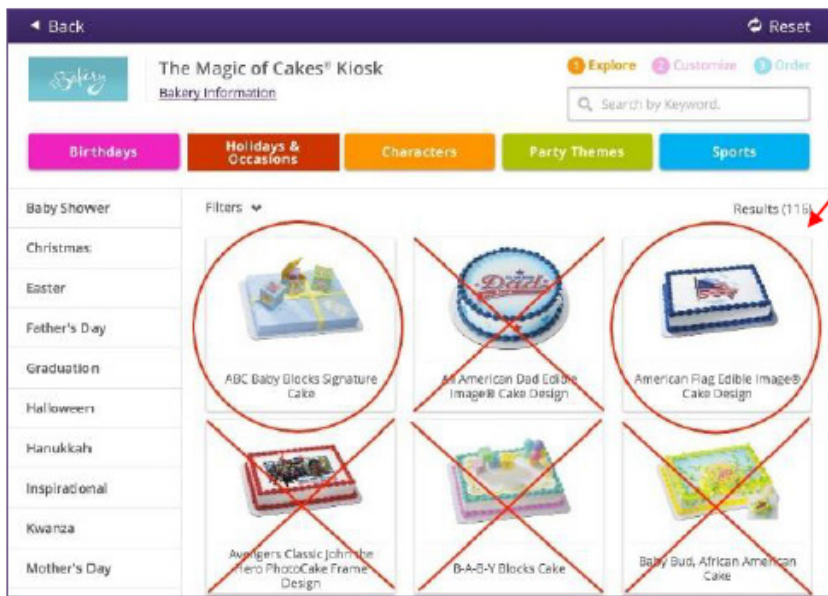
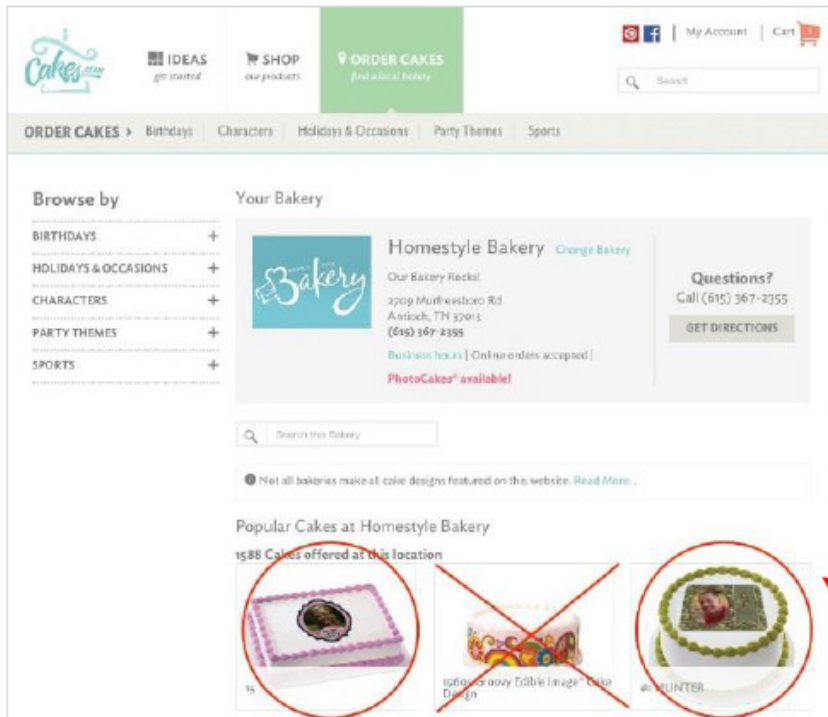
Section 3: Choose Cake Designs

- Choose Cake Designs Overview 39
- Bakery Cakes Tab 41
- Select Cakes to Include or Exclude for Ordering 42
- Select Cakes Shortcuts 43
- Discontinued DecoPac Cake Designs Options 47

You Choose!

Select the Cake Designs you want to show on Cakes.com or on The Magic Of Cakes Kiosk!

Choose which cakes you want available for online (Cakes.com) or kiosk ordering (The Magic of Cakes Kiosk). Follow the steps on the following pages to select the cakes you want!



Log in to your Cakes.com admin account to choose the cakes that you want displayed on Cakes.com and The Magic of Cakes Kiosk.

Bakery Cakes Tab: Existing Cake Designs

You'll see a new tab at the right called Bakery Cakes. Click this tab to begin selecting cakes.

Every cake design or decorating set you are able to purchase will show up as a cake for you to include or exclude on your Cakes.com bakery page. By default, all items are set to "include."

The screenshot displays the Cakes.com Bakery Cakes tab interface. At the top, the navigation bar includes links for "My User Profile" and "Sign Out". Below this, the "Ordering Wizard" section contains tabs for "Order Queue", "Cake Information", "Store Information", "Reports", and "Bakery Cakes". The "Bakery Cakes" tab is active, and a dropdown menu is open, showing options like "Kiosk Settings", "Kiosk Featured Cakes", "Custom Cakes", "Custom Cake Designs", "Custom Cake Fillings", "Custom Cake Flavors", "Custom Cake Icing Flavors", "Custom Cake Sizes", "Custom Cake Size Configuration", "Cake Designs" (highlighted with a red arrow), and "Discontinuations".

The main content area is titled "Cake Designs" and includes a sub-header: "You can choose which cake designs you want to display on Cakes.com for your bakery. By default, all cakes available to you are included on your bakery bakery page, uncheck the box for that cake and click the Update Cakes button at the bottom of this page."

Below the sub-header, there is a search bar labeled "All Cakes" and a "Search by Name or Exact Cake Number" field. A list of checkboxes allows users to filter by various cake types: DecoSet® / Cake Kit, DecoSet® Edible, DecoSet® Layon, DecoSet® Petite Signature, DecoSet® Signature, P, Pop Tops®, Designer Prints®, Edible Image®, PhotoCake®, Cupcake Pics, Cupcake Platters, and Cupcake R.

Buttons for "Select All Cakes" and "Clear All Cakes" are located below the filters. The main display area shows a grid of cake designs, each with an image, a title, a description, and an "Include" checkbox. The designs shown are:

- (5280) Omate Cross Box DecoSet
- (18476) Home Feeling Boovie Cake: Home cake design featuring rolling Oh and Pig figurines and ramp DecoPlac that also holds the characters when not in use.
- (5297) Camping DecoSet
- (11497) Slap Shot: cation cake: NHL fans will love seeing their favorite hockey team featured on their birthday cake or game day party treat. Food-safe DecoSet® cake topper includes a hockey stick emblazoned with the team name and a puck. Available in a variety of cake formats. Varies by retailer.

Select Cakes to Include or Exclude

If you wish to only have certain cakes available for online ordering, you will need to uncheck the box next to cakes you do not wish to offer.









Cake Designs

You can choose which cake designs you want to display on Cakes.com for your bakery. By default, all cakes available to you are included on your bakery page. To remove cakes from your bakery page, uncheck the box for that cake and click the Update Cakes button at the bottom of this page.

All Cakes  Search by Name or Exact Cake Number

☒ DecoSet® / Cake Kit
 ☐ DecoSet® Edible
 ☐ DecoSet® Layon
 ☐ DecoSet® Petite Signature
 ☐ DecoSet® Signature
 ☐ PhotoCake® Background
☐ Pop Tops®
 ☐ Designer Prints®
 ☐ Edible Image®
 ☐ PhotoCake®
 ☐ Cupcake Pics
 ☐ Cupcake Platters
 ☐ Cupcake Rings

Uncheck box to exclude cake from your Cakes.com bakery page.

| | | | |
|---|---|--|---|
|  (5280) Omate Cross Box DecoSet <input checked="" type="checkbox"/> Include |  (18476) Home Feeling Boovie Cake Home cake design featuring rolling Oh and Pig figurines and ramp DecoPlac that also holds the characters when not in use. <input checked="" type="checkbox"/> Include |  (5297) Camping DecoSet <input checked="" type="checkbox"/> Include |  (11407) NHL Colorado Avalanche Slap Shot Layon Cake NHL fans will love seeing their favorite hockey team featured on their birthday cake or game day party treat. Food-safe DecoSet® cake topper includes a hockey stick emblazoned with the team name and a puck. Available in a variety of cake formats. Varies by retailer. <input checked="" type="checkbox"/> Include |
|  (11504) NHL Ducks Of Anaheim Slap Shot Layon Cake <input checked="" type="checkbox"/> Include |  (11507) NHL Nashville Predators Slap Shot Layon Cake <input checked="" type="checkbox"/> Include |  (11509) NHL New York Islanders Slap Shot Layon Cake <input checked="" type="checkbox"/> Include |  (11511) NHL Ottawa Senators Slap Shot Layon Cake <input checked="" type="checkbox"/> Include |

☒ Include

IMPORTANT

Be sure to click the Update Cakes button at the bottom of the page to save your selections!

Select Cakes Shortcuts: Clear All and Select All Buttons

With hundreds of cake designs to choose from, we've made it easier to find the cakes you want.









To add all cakes on this page to your bakery page, click the **Select All Cakes** button.

display on Cakes.com for your bakery. By default, all cakes available to you are included on your bakery page. To remove cakes from your bakery page, click the Update Cakes button at the bottom of this page.

All Cakes  Search by Name or Exact Cake Number

☒ DecoSet® / Cake Kit
 ☐ DecoSet® Edible
 ☐ DecoSet® Layon
 ☐ DecoSet® Petite Signature
 ☐ DecoSet® Signature
 ☐ PhotoCake® Background
 ☐ Pop Tops®
 ☐ Designer Prints®
 ☐ Edible Image®
 ☐ Cupcake Rings

To remove all cakes on this page from your bakery page, click the **Clear All Cakes** button.

| | | | |
|---|---|--|---|
|  (5280) Ornate Cross Box DecoSet <input checked="" type="checkbox"/> Include |  (18476) Home Feeling Boovie Cake Home cake design featuring rolling Oh and Pig figurines and ramp DecoPlac that also holds the characters when not in use. <input checked="" type="checkbox"/> Include |  (5297) Camping DecoSet <input checked="" type="checkbox"/> Include |  (11497) NHL Colorado Avalanche Slap Shot Layon Cake NHL fans will love seeing their favorite hockey team featured on their birthday cake or game day party treat. Food-safe DecoSet® cake topper includes a hockey stick emblazoned with the team name and a puck. Available in a variety of cake formats. Varies by retailer. <input checked="" type="checkbox"/> Include |
|  (11504) NHL Ducks Of Anaheim Slap Shot Layon Cake <input checked="" type="checkbox"/> Include |  (11507) NHL Nashville Predators Slap Shot Layon Cake <input checked="" type="checkbox"/> Include |  (11509) NHL New York Islanders Slap Shot Layon Cake <input checked="" type="checkbox"/> Include |  (11511) NHL Ottawa Senators Slap Shot Layon Cake <input checked="" type="checkbox"/> Include |

☒ Include

IMPORTANT

Be sure to click the **Update Cakes** button at the bottom of the page to save your selections!

Select Cakes Shortcuts: Cakes by Category

You can view cakes by category by using the drop-down box and clicking the Filter button. By default, any new cake designs we've introduced will be shown to you on the first page so you won't miss out on any new designs and sales opportunities!

Cake Designs

You can choose which cake designs you want to display on your bakery page, uncheck the box for that cake and click the **Filter** button.

Choose a category from the drop-down box.

Search by Name or Exact Cake Number

Filter

Then click the **Filter** button.

IMPORTANT
Be sure to click the **Update Cakes** button at the bottom of the page to save your selections!

The interface displays a grid of cake designs. Each design includes an image, a title, a description, and an 'Include' checkbox. The first row shows three designs: (18476) Home Feeling Boovie Cake, (5297) Camping DecoSet, and (11497) NHL Colorado Avalanche Slap Shot Layon Cake. The second row shows four designs, all of which are partially obscured by a modal window.

Update Cakes

Select Cakes Shortcuts: Filter by Product Type

You can filter cakes by the kind of DecoPac product it is: Signature Cakes, DecoSets, Petite Signature cakes and Edible Images.

Check the box next to the types of DecoPac products you want to see.

You can choose which cake designs you want to display on Cakes bakery page, uncheck the box for that cake and click the Update Cakes button at the bottom of this page.

on your bakery page. To remove cakes from your

All Cakes

Search by Name or Exact Cake Number

☒ DecoSet® / Cake Kit ☐ DecoSet® Edible ☐ DecoSet® Layon ☐ DecoSet® Petite Signature ☐ DecoSet® Signature ☐ PhotoCake® Background ☐ Pop Tops® ☐ Designer Prints® ☐ Edible Image® ☐ PhotoCake® ☐ Cupcake Pics ☐ Cupcake Platters ☐ Cupcake Rings

Select All Cakes

Clear All Cakes

Then click the Filter button.

Filter



(5280) Ornate Cross Box DecoSet

☒ Include



(18476) Home Feeling Boovie Cake

Home cake design featuring rolling Oh and Pig figurines and ramp DecoPlac that also holds the characters when not in use.

☒ Include



(5297) Camping DecoSet

☒ Include



(11497) NHL Colorado Avalanche Slap Shot Layon Cake

NHL fans will love seeing their favorite hockey team featured on their birthday cake or game day party treat. Food-safe DecoSet® cake topper includes a hockey stick emblazoned with the team name and a puck. Available in a variety of cake formats. Varies by retailer.

☒ Include



(11504) NHL Ducks Of Anaheim Slap Shot Layon Cake



(11507) NHL Nashville Predators Slap Shot Layon Cake



(11509) NHL New York Islanders Slap Shot Layon Cake



(11511) NHL Ottawa Senators Slap Shot Layon Cake

☒ Include

Update Cakes

IMPORTANT


Be sure to click the Update Cakes button at the bottom of the page to save your selections!

Select Cakes Shortcuts: Search

You can search for cake designs by using DecoPac product IDs, or by using keywords (such as Dora or Mickey).









To add all cakes on this page to your bakery page, click the **Select All Cakes** button.

Display on Cakes.com for your bakery. By default, all cakes available to you are included on your bakery page. To remove cakes from your bakery page, click the Update Cakes button at the bottom of this page.

All Cakes  Search by Name or Exact Cake Number

☒ DecoSet® / Cake Kit
 ☐ DecoSet® Edible
 ☐ DecoSet® Layon
 ☐ DecoSet® Petite Signature
 ☐ DecoSet® Signature
 ☐ PhotoCake® Background
 ☐ Pop Tops®
 ☐ Designer Prints®
 ☐ Edible Image®
 ☐ Cupcake Rings

To remove all cakes on this page from your bakery page, click the **Clear All Cakes** button.

| | | | |
|---|---|--|---|
|  (5280) Omate Cross Box DecoSet <input checked="" type="checkbox"/> Include |  (18476) Home Feeling Boovie Cake Home cake design featuring rolling Oh and Pig figurines and ramp DecoPlac that also holds the characters when not in use. <input checked="" type="checkbox"/> Include |  (5297) Camping DecoSet <input checked="" type="checkbox"/> Include |  (11497) NHL Colorado Avalanche Slap Shot Layon Cake NHL fans will love seeing their favorite hockey team featured on their birthday cake or game day party treat. Food-safe DecoSet® cake topper includes a hockey stick emblazoned with the team name and a puck. Available in a variety of cake formats. Varies by retailer. <input checked="" type="checkbox"/> Include |
|  (11504) NHL Ducks Of Anaheim Slap Shot Layon Cake <input checked="" type="checkbox"/> Include |  (11507) NHL Nashville Predators Slap Shot Layon Cake <input checked="" type="checkbox"/> Include |  (11509) NHL New York Islanders Slap Shot Layon Cake <input checked="" type="checkbox"/> Include |  (11511) NHL Ottawa Senators Slap Shot Layon Cake <input checked="" type="checkbox"/> Include |

☒ Include

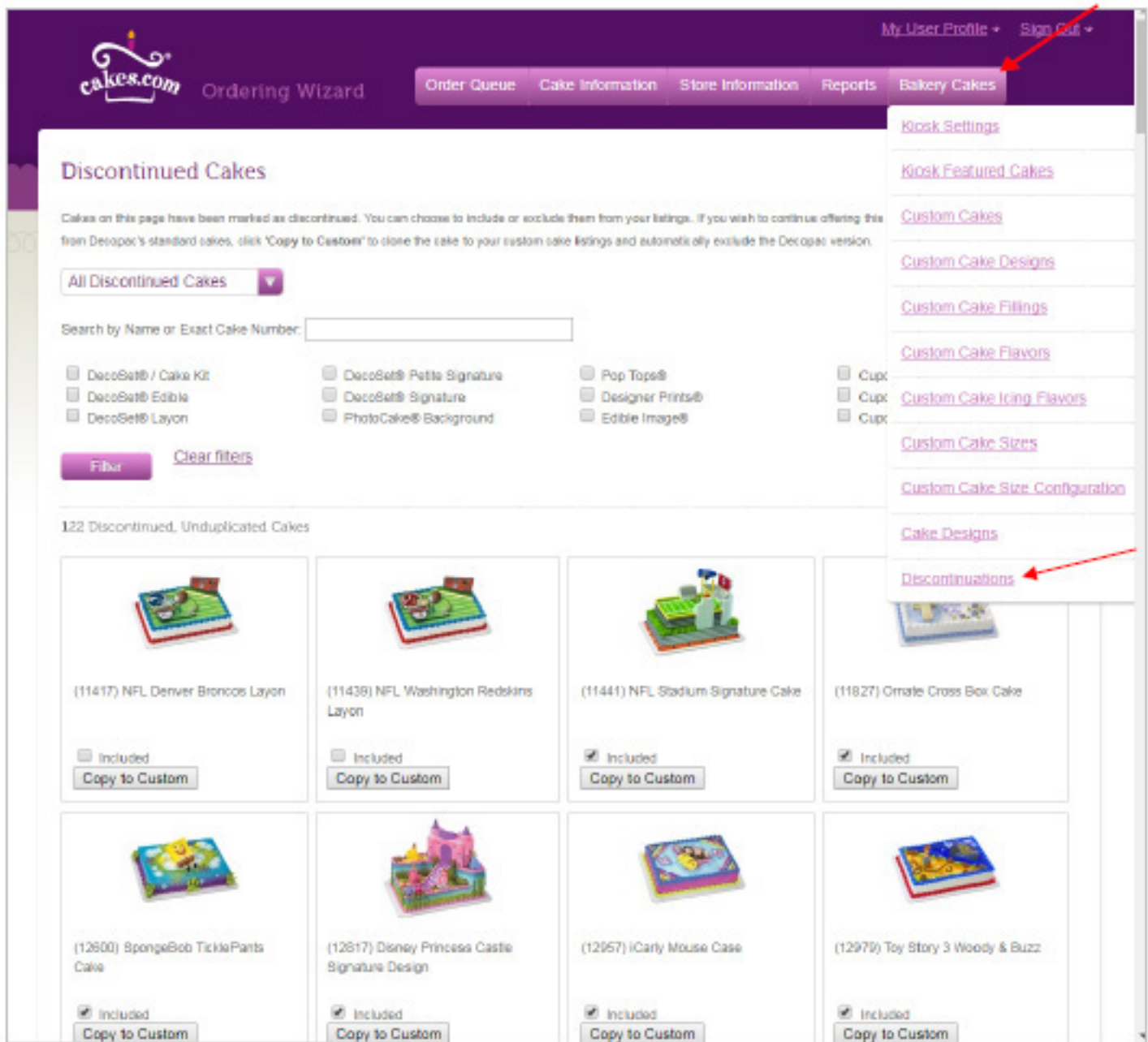
IMPORTANT

Be sure to click the **Update Cakes** button at the bottom of the page to save your selections!

Bakery Cakes Tab: Discontinued Cake Designs

Under the Bakery Cakes tab, select the 'Discontinuations' option from the drop-down menu.

Every cake design or decorating set that has been discontinued by DecoPac is available to access and showcase if you still have on-hand inventory of the design. Once you have been able to deplete your inventory, you are then able to exclude the cake design from your Cakes.com bakery page. By default, all items are set to "exclude."



The screenshot shows the Cakes.com interface. At the top, there's a navigation bar with 'My User Profile' and 'Sign Out'. Below that, a purple bar contains the 'Ordering Wizard' and several tabs: 'Order Queue', 'Cake Information', 'Store Information', 'Reports', and 'Bakery Cakes'. The 'Bakery Cakes' tab is selected, and a dropdown menu is open, showing options like 'Kiosk Settings', 'Kiosk Featured Cakes', 'Custom Cakes', 'Custom Cake Designs', 'Custom Cake Fillings', 'Custom Cake Flavors', 'Custom Cake Icing Flavors', 'Custom Cake Sizes', 'Custom Cake Size Configuration', 'Cake Designs', and 'Discontinuations'. The 'Discontinuations' option is highlighted with a red arrow.

The main content area is titled 'Discontinued Cakes'. It includes a search bar and a list of filters. The filters are organized into three columns:

- DecoSet® / Cake Kit
- DecoSet® Edible
- DecoSet® Layon
- DecoSet® Petite Signature
- DecoSet® Signature
- PhotoCake® Background
- Pop Tops®
- Designer Prints®
- Edible Image®
- Cupcake
- Cupcake
- Cupcake

Below the filters, there's a 'Filter' button and a 'Clear filters' link. The page shows '122 Discontinued, Unduplicated Cakes'. The list of cakes is displayed in a grid, with each cake having a thumbnail image, a title, and a 'Copy to Custom' button. The cakes listed are:

- (11417) NFL Denver Broncos Layon
- (11438) NFL Washington Redskins Layon
- (11441) NFL Stadium Signature Cake
- (11827) Ornate Cross Box Cake
- (12600) SpongeBob TicklePants Cake
- (12617) Disney Princess Castle Signature Design
- (12657) iCarly Mouse Case
- (12979) Toy Story 3 Woody & Buzz

Select Discontinued Cakes to: Exclude, Include, or Copy to Custom

Discontinued cake designs and decorating sets are automatically removed from the 'Cake Designs' tab and Cakes.com as options 30 days after the item has been discontinued. If you wish to continue to show certain cakes designs available for online ordering, you will need to check the box next to the cakes you wish to still offer.

If you wish to customize a discontinued cake design, click "Copy to Custom". This option will allow all of the parameters to be copied over to the Custom Cakes section to be amended as needed (e.g. change the item # or image).

Discontinued Cakes

Cakes on this page have been marked as discontinued. You can choose to include or exclude them from your listings. If you wish to continue offering this cake after it has been removed from Decopac's standard cakes, click 'Copy to Custom' to clone the cake to your custom cake listings and automatically exclude the Decopac version.

All Discontinued Cakes

Search by Name or Exact Cake Number:

- ☐ DecoSet® / Cake Kit
- ☐ DecoSet® Edible
- ☐ DecoSet® Layon

- ☐ DecoSet® Petite Signature
- ☐ DecoSet® Signature
- ☐ PhotoCake® Background

- ☐ Pop Tops®
- ☐ Designer Prints®
- ☐ Edible Image®

- ☐ Cupcake Pies
- ☐ Cupcake Platters
- ☐ Cupcake Rings







Filter

Clear filters

122 Discontinued, Unduplicated Cakes

Click the box of the designs you wish to include. All items without a checkmark are set to be excluded.

Click Copy to Custom if you wish to customize the design.

| | | |
|--|---|--|
|  (11439) NFL Washington Redskins Layon <input type="checkbox"/> Included <input type="button" value="Copy to Custom"/> |  (11441) NFL Stadium Signature Cake <input checked="" type="checkbox"/> Included <input type="button" value="Copy to Custom"/> |  (11327) Omale Cross Box Cake <input checked="" type="checkbox"/> Included <input type="button" value="Copy to Custom"/> |
|  (12600) SpongeBob TicklePants Cake <input checked="" type="checkbox"/> Included <input type="button" value="Copy to Custom"/> |  (12817) Disney Princess Castle Signature Design <input checked="" type="checkbox"/> Included <input type="button" value="Copy to Custom"/> |  (12957) iCarly Mout <input checked="" type="checkbox"/> Included <input type="button" value="Copy to Custom"/> |

IMPORTANT

There is no "Update Cakes" option for Discontinued Cakes. Once a box has been checked, your Cakes.com ordering site will automatically be updated.

Select Discontinued Cakes to: Copy to Custom

Once you have selected all of the discontinued cake designs you wish to Copy to Custom select the Bakery Cakes tab again and select Custom Cakes. Click Edit to make any changes to the parameters of a discontinued cake design.

The screenshot shows the cakes.com Ordering Wizard interface. The top navigation bar includes the cakes.com logo, the text "Ordering Wizard", and several tabs: Order Queue, Cake Information, Store Information, Reports, Bakery Cakes, and Custom Cakes. The Bakery Cakes tab is currently selected. A dropdown menu is open from the Bakery Cakes tab, showing options: Custom Cakes, Custom Cake Designs, Custom Cake Fillings, Custom Cake Flavors, Custom Cake Icing Flavors, Custom Cake Sizes, Custom Cake Size Configuration, Cake Designs, and Discontinuations. The Custom Cakes option is highlighted. Below the navigation bar, the main content area is titled "Custom Cakes" and contains a "New" button. Below this is a table with columns: Number, Name, Active, Vendor Cake, and Price (if set). The table is currently empty, displaying "No cakes to display." Below the table is a section titled "DecoPac Discontinued Cakes" with a similar table structure. This table contains three rows of discontinued cake designs. The first row is "11835 Disney Fairies Tinker Bell Glam" with "Active" checked and "Vendor Cake" set to "No". The second row is "11827 Ornate Cross Box Cake" with "Active" checked and "Vendor Cake" set to "No". The third row is "13469 Rolling Vehicles" with "Active" checked and "Vendor Cake" set to "No". To the right of the table, there is an "Edit" button. The footer of the page includes links to DecoPac.com, About Online Cake Ordering, Terms & Conditions, Contact Us, and FAQ, along with a copyright notice for cakes.com.

My User Profile ▾ Sign Out ▾

Ordering Wizard

Order Queue Cake Information Store Information Reports Bakery Cakes Custom Cakes

Custom Cakes

New

| Number | Name | Active | Vendor Cake | Price (if set) |
|----------------------|------|--------|-------------|----------------|
| No cakes to display. | | | | |

DecoPac Discontinued Cakes

| Number | Name | Active | Vendor Cake | Price (if set) |
|-----------------------|---------------------------------|-------------------------------------|-------------|----------------|
| 11835 | Disney Fairies Tinker Bell Glam | <input checked="" type="checkbox"/> | No | |
| 11827 | Ornate Cross Box Cake | <input checked="" type="checkbox"/> | No | |
| 13469 | Rolling Vehicles | <input checked="" type="checkbox"/> | No | |

DecoPac.com [About Online Cake Ordering](#) [Terms & Conditions](#) [Contact Us](#) [FAQ](#)

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Discontinued Cakes: Customizing

Click Edit to make any changes to the parameters of a discontinued cake design and then select Update Custom Cake when edits have been completed. Tip: To choose more than one size, hold the Ctrl key while you click on all your selections.

For more information on Custom Cakes, refer to pages 54.

Enter Your Cake Information

☒ Active

Description *

Disney Fairies Tinker Bell Glam

Long description

This Tinker Bell Glam cake includes a bandable necklace and bracelet.

Number *

13826

Gender

Girls

Price in dollars

If any number is entered here, all pricing variables by size, flavor, design, icing, etc.

0.00

Age Groups

None

Infant/Toddler

Preschool

Child

Teen

Young Adult

Categories *

Garfield & Odie

G.I. Joe

Godzilla

Green Lantern

Guardians of the Galaxy

Harry Potter

Hello Kitty

Hot Wheels

How to Train Your Dragon

Hulk

Iron Man

Cake Design

DS - DecoSee® / Cake Kit - Licensed

Cake Sizes

1/6 Sheet

1/4 Sheet

1/2 Sheet

Full Sheet

Full Apert Cupcake Cake

Full Apert

Trade Mark

© Disney

Search Keywords

Images *(Max upload size of 50 MB)

Upload Image: Choose File No file chosen

Slideshow Position: 0

Currently uploaded image: Remove Image: Remove

Upload Image: Choose File No file chosen

Slideshow Position: 0

Upload Image: Choose File No file chosen

Slideshow Position: 0

Small Object Warning required

Cake Brand

Bakery Custom Cake

Update Custom cake

Back

Select Back at the bottom of the page if you do not want to save your selections.

IMPORTANT

Be sure to click the Update Custom Cake button at the bottom of the page to save your selections!

Section 4: Set Up In-Store Kiosk Cakes

- Kiosk Options 52
- Kiosk Settings..... 53
- Kiosk Custom Cakes 54
- Kiosk Featured Cakes 56
- Create a QR Code 57

Kiosk Options

Hover over the Bakery Cakes tab to see Kiosk Options.

The screenshot shows the 'cakes.com' Ordering Wizard interface. The top navigation bar includes 'My User Profile +', 'Sign Out +', and a series of tabs: 'Order Queue', 'Cake Information', 'Store Information', 'Reports', and 'Bakery Cakes'. The 'Bakery Cakes' tab is active, and its dropdown menu is open, listing various options: 'Kiosk Settings', 'Kiosk Featured Cakes', 'Custom Cakes', 'Custom Cake Designs', 'Custom Cake Fillings', 'Custom Cake Flavors', 'Custom Cake Icing Flavors', 'Custom Cake Sizes', 'Custom Cake Size Configuration', 'Cake Designs', and 'Discontinuations'. The 'Kiosk Settings' option is highlighted with a red box. The main content area is titled 'Kiosk Settings' and contains three sections: 'My Kiosk Mode URL' with a text input field containing 'https://order.dcs.desktop.com/kiosk/nerdy-bakery' and a note about lockdown settings; 'Kiosk Ordering' with a toggle switch set to 'Enabled'; and 'Kiosk Welcome Message' with a text area containing 'Not the default message.' A 'Save' button is located at the bottom right of the form.

cakes.com Ordering Wizard

My User Profile + Sign Out +

Order Queue Cake Information Store Information Reports **Bakery Cakes**

- Kiosk Settings
- Kiosk Featured Cakes
- Custom Cakes
- Custom Cake Designs
- Custom Cake Fillings
- Custom Cake Flavors
- Custom Cake Icing Flavors
- Custom Cake Sizes
- Custom Cake Size Configuration
- Cake Designs
- Discontinuations

Kiosk Settings

My Kiosk Mode URL

<https://order.dcs.desktop.com/kiosk/nerdy-bakery>

Bakery-specific lockdown can be turned on by adding "kiosk=1" to the end of your URL above.
Note that in order to turn lockdown off you will be required to clear your cache and cookies once initiated.

Kiosk Ordering

Enable kiosk ordering to allow customers to place orders at the kiosk.

Enabled

Kiosk Welcome Message

Message displayed on kiosk landing page.

Not the default message.

Save

Kiosk Settings

Set up your main Kiosk settings:

Kiosk Settings

My Kiosk Mode URL

Bakery-specific lockdown can be turned on by adding "kiosk=1" to the end of your URL above.
Note that in order to turn lockdown off you will be required to clear your cache and cookies once initiated.

Kiosk Ordering

Enable kiosk ordering to allow customers to place orders at the kiosk.

Kiosk Welcome Message

Message displayed on kiosk landing page.

Steps on this page:


1. My Kiosk Mode URL is the address you will use on your in-bakery device. This URL will ensure your customers cannot search for alternate bakeries.

Note: Each device will have its own setup process to ensure this URL works correctly. A separate document will be provided with instructions on how to set this up on your specific device.

2. Kiosk Ordering: Select an option to enable or disable Kiosk ordering. If kiosk ordering is disabled, then the order button on the kiosk will be replaced with the following message: "Speak with your bakery decorator to place an order."
3. Enter a welcome message. This text will appear on the first page of your in-store website on your tablet.

Kiosk Custom Cakes

Set up your custom designs:


[Order Queue](#)
[Cake Information](#)
[Store Information](#)
[Reports](#)
[Bakery Cakes](#)

[My User Profile](#)
[Sign Out](#)

Ordering Wizard

How Custom Cake

Enter Your Cake Information

Description *

Long description

Number *

Gender

Boys

Price in dollars

If any number is entered here, all pricing variables by size, flavor, design, icing, etc will be overwritten: the customer will pay one price for this cake.

0.00

Age Groups

NONE
 Infant/toddler
 Preschool
 Child
 Tween
 Young

Categories *

Birthdays
 1st Birthday
 Pre-school
 Kids
 Teens
 Adults
 Quinceañera/Sweet 16
 Milestone Birthday
 Holidays & Occasions
 Administrative Assistant's Day
 Make a Request

Cake Design

Iced Cakes

Cake Sizes

Small Cake
 Colossal Cupcake
 Giant Cupcakes
 Cupcakes
 1/2 Sheet
 Full Sheet

Trade Mark

Search Keywords

Images * (Max upload size of 50 MB)

Upload Image:

Choose File

No file chosen

Upload Image:

Choose File

No file chosen

Upload Image:

Choose File

No file chosen

Upload Image:

Choose File

No file chosen

SlideShow Position:

0

SlideShow Position:

0

SlideShow Position:

0

SlideShow Position:

0

Small Object Warning required

Cake Brand

Bakery Custom Cake

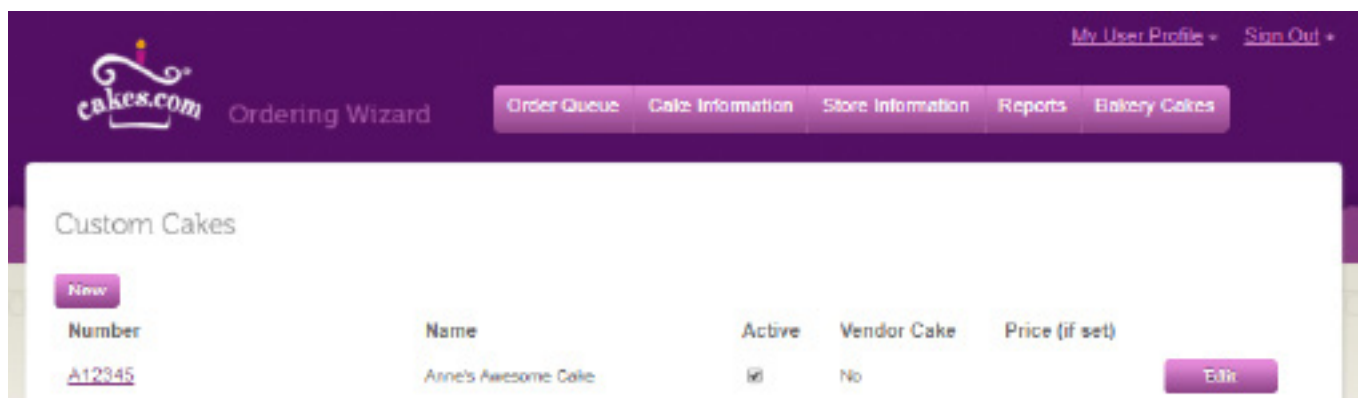
Create Customer order

Back

Steps on New Custom Cakes page:

1. Create a name and enter it in the Description field. You can also supply some additional descriptive text in the Long Description field.
2. Create an Item Number. You cannot use any item number already used (e.g. any DecoPac cake item number.) An Item Number can contain letters and/or numbers.
3. Choosing categories for Age, Gender, and Categories will help determine where this cake will show up in your kiosk.
Tip: To choose more than one size, hold the Ctrl key while you click on all your selections.
4. If applicable, choose a set price in the Price in Dollars field. By entering a price here, the price will override any other variable pricing set in place. Leave this field blank if the item can have a variable price.
5. Choose all Cake Designs available for this cake. This will allow you to create upcharges dependent on the cake design type (e.g. Licensed DecoSet, Non Licensed Edible Image, etc.)
6. Choose all cake sizes available for this cake.
7. Trademark: If you are adding a cake with a licensed or trademarked image or character, you are responsible for ensuring the proper credits are used.
8. Choose up to 4 images for your cake. Note: The maximum upload size, in total, is 50 MB.
9. Small Objects Warning Required: If you are using a cake decoration that may pose a choking risk, please check the box.
10. Cake Brand: Please select the Bakery Custom Cakes Option.
11. Click the Create Custom Cake button at the bottom of the page when completed.

Your new cake will now appear on the list.



Kiosk Featured Cakes

Choose the cakes you want featured on the first screen of your TMOC Kiosk.

Ordering Wizard

Order Queue | Cake Information | Store Information | Reports | Bakery Cakes

Kiosk Featured Cakes

Birthdays

15

Submit

Holidays & Occasions

Frozen: Olaf Happy Holidays PhotoCake Design

Submit

Characters

Finding Nemo: Fish Friends PhotoCake Frame Design

Submit

Party Themes

Brides: Bridesmaid

Submit

Sports

NFL Cleveland Browns PhotoCake Cake Design

Submit

The Magic of Cakes Kiosk

Bakery Information

Welcome!

Not the default message.

Know what you want? Search by keyword. Example: Dora

Or choose a cake type to start exploring:

Birthdays | Holidays & Occasions | Characters | Party Themes | Sports

Steps on this page:

1. Select a cake to be featured for Birthdays. Then click the Submit button next to this list.

NOTE: You will need to select a cake for each category separately, and click the Submit button for each category.

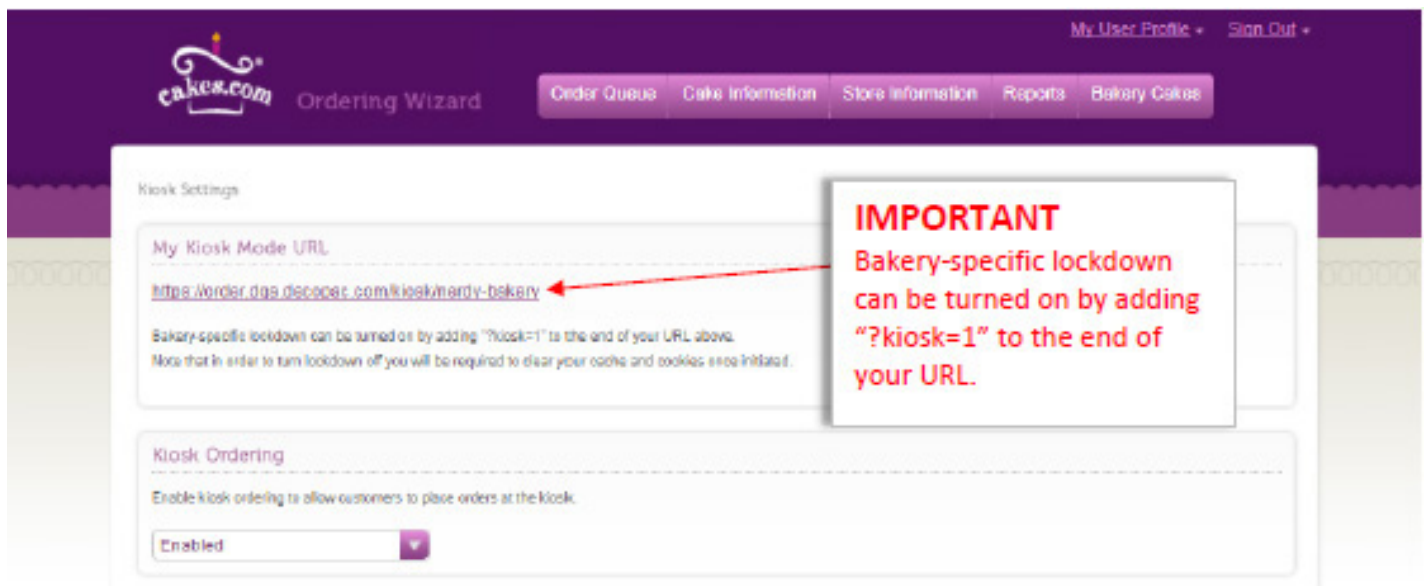
Create a QR Code

A QR Code (also known as a 2D code) allows your customers to order cakes through your kiosk website using their own smartphone or tablet. This can be helpful if your customer does not have time to use the kiosk in your store, or if there is another customer at the kiosk.

The QR Code can be used on in-store signage, header cards, or anywhere your customer can access the code.

There are several online resources available to generate your QR code.

You will need your Kiosk Mode URL to make your QR Code. You can find this under Bakery Cakes, then Kiosk Settings.



For more information, and to create a QR code, visit www.QRstuff.com.

Section 5: Online Orders

| | |
|------------------------------|----|
| Online Order Flow | 59 |
| Online Ordering Queue | 61 |
| How to Accept an Order | 63 |

Online Order Flow

1. Consumer Orders a Cake on Cakes.com

The screenshot shows the 'Your Bakery' page on Cakes.com. It features a 'CakeFeeds By' section with a 'CakeFeeds By' button. Below this is a 'Your Cake' section with a 'CakeFeeds By' button. The 'Pickup Information' section includes fields for Name, Phone Number, Email Address, and Requested pick-up. The 'Cake Information' section includes fields for Cake Size, Cake Flavor, Cake Filling, and Cake Message. The 'Messages' section includes a 'Message on Cake' field. A green button at the bottom says 'Pickup only/only at 3:00 PM at Cakes.com By'.

Consumer

Bakery

Emails Sent

The email is from 'no-reply@cakes.com' to 'Web Customer 182'. The subject is 'You Just Received Cakes.com Online'. The body text says: 'An order was just submitted to Cakes.com Online Ordering account. [Order Information] Order ID: 194 DecoSet IDs: 13291 Cake Name: SIGNATURE-TOY STORY Use sign in to accept or do'.

2. Bakery "Accepts" the Order

The screenshot shows the 'New' order page in the bakery's system. It displays 'Customer Details' including Name, Phone, Order Placed (05/25/11 8:30 AM), Requested Pickup (06/30/11 11:00 AM), and Email. Below this, it says 'Customer details and inscription will be displayed once the order is accepted.' There are two radio buttons: 'Accept order as-is' (selected) and 'I need to contact the customer about this order'. A blue arrow points to a green 'Accept' button. At the bottom, it says 'Accepted 05/29/11'.

Consumer

Bakery

Emails Sent

The email is from 'cakesonlineordering@decoset.com' to 'Web Customer 182'. The subject is 'You Just Accepted Online Customer Order 194'. The body text says: 'Your bakery just accepted an order via your online account with DecoSet. [Order Information] Order ID: 194 DecoSet IDs: 13291 Name: SIGNATURE-TOY STORY 3-BUZZ, WOODY lamp: FR Description: Includes Buzz and Woody collectible figures! Flavor: Marble Filling: Icing Flavor: Buttercream - White Message: Message Colors Royal Blue Size: 1/4 Sheet Contact Message: If I could pick up by 3:00 PM'.

*See full example email layouts for consumer and bakery emails on page 66.

3. Consumer Picks-Up Cake and MAKES PAYMENT at the Bakery



View Active Orders

When you log in, you'll be taken to the main page of the Online Cake Ordering Wizard. On this page you'll be able to see Order Activity and Detail, and also access other features like Reporting, User Profile settings, Store Information, and Cake Information.

Additional Features on this page:

Additional features are discussed in more detail at the end of this document.

- My User Profile (link in upper right of page): Click this link to edit settings like Password, Email Addresses or Email Notification options.
- Menu Bar Options (pink menu bar at top of page)
 - a. Order Queue: Select "Active Orders" or "Order History" available under this option. See page 61.
 - b. Reports: To view reports for past orders or performance statistics related to orders, select the "Orders" or "Performance" links available in the "Reports" menu bar option. See page 72.
 - c. Cake Information and Store Information: For instructions on editing cake flavors, designs, fillings, in-store or online store information, please reference pages 15 – 38.
 - d. Bakery Cakes: Select which cake designs you want to allow ordering for. You can also upload pictures of your own cake designs here.

Ordering Queue

Your bakery setup is now complete. Moving forward, online cake orders will appear below. Thank you for your business!

View Active Orders

This page allows you to view all Active Orders to your bakery. If an order is marked "New", it means you or your staff has not yet reviewed it. "Accepted" indicates your bakery will make the cake exactly as it was ordered. If you can make the cake, but need to make a small substitution or edit to the order, mark the order as "Conditional" and contact the customer concerning the modifications.

An order will remain as a listing, until it is accepted. Once it's accepted, you will be able to review all the details and print it out.

Order Activity

You have: **New** 0 Orders to Accept **Accepted** 0 Accepted Orders **Conditional** 0 Conditionally Accepted Orders

| Order Number | Requested Pick-up Date | Item Number / Name | Price (excluding tax) | Status | Date Accepted |
|--------------|------------------------|--|-----------------------|----------|---------------|
| 154 | 06/30/11 | 13291 SIGNATURE-TOY STORY 3-SLUZZ WOODY & FRIE | \$17.00 | New | |
| 153 | 06/29/11 | 11825.31201 DINOSAUR PALS | \$16.00 | Accepted | 06/29/11 |
| 152 | 07/09/11 | 16161.08141 HAPPY BIRTHDAY LETTER | \$33.00 | Accepted | 06/29/11 |

Online Ordering Queue

Your Online Orders Queue will show all orders made through Cakes.com. Orders are color-coded so you can easily see new orders as they come in. Please check your online Orders Queue on a daily basis to ensure enough time for you to accept and process your orders!

Order Status

Orders in your Queue can have one of 3 statuses:

| | |
|---------------------|--|
| New: | Orders that have not been accepted or cancelled by the bakery |
| Accepted: | Orders that have been accepted; no communication with the consumer is needed |
| Conditional: | Orders that require additional communication between the bakery and consumer |

Note: Cancelled orders will be removed from your Order Queue, but will be available in your Order History.

Ordering Queue

View Active Orders

This page allows you to view all Active Orders to your bakery. If an order is marked "New", it means you or your staff has not yet reviewed it. "Accepted" indicates your bakery will make the cake exactly as it was ordered. If you can make the cake, but need to make a small substitution or edit to the order, mark the order as "Conditional" and contact the customer concerning the modifications.

An order will remain as a listing, until it is accepted. Once it's accepted, you will be able to review all the details and print it out.

Order Activity

You have: New 2 Orders to Accept Accepted 4 Accepted Orders Conditional 2 Conditionally Accepted Orders

| Order Number | Requested Pickup Date | Item Number / Name | Price (excluding tax) | Status | Date Accepted |
|--------------|-----------------------|--|-----------------------|-------------|---------------|
| 194 | 06/30/11 | 13291 SIGNATURE-TOY STORY 3-BUZZ, WOODY & FRIE | \$17.00 | New | |
| 193 | 06/29/11 | 11825,31201 DINOSAUR-PALS | \$18.00 | Accepted | 05/29/11 |
| 192 | 07/09/11 | 16161,96161 HAPPY BIRTHDAY LETTER CANDLES | \$33.00 | Accepted | 05/29/11 |
| 191 | 07/03/11 | 11823,31191 CLAYMATION-AMERICAN FLAG | \$14.00 | Conditional | 05/29/11 |
| 190 | 07/02/11 | 32018 COCKTAIL PARTY | \$14.00 | Accepted | 05/29/11 |
| 188 | 07/02/11 | 13291 SIGNATURE-TOY STORY 3-BUZZ, WOODY & FRIE | \$20.00 | Accepted | 05/29/11 |
| 186 | 06/30/11 | 31227,31229 I LOVE SHOES | \$21.00 | Conditional | 05/29/11 |
| 184 | 07/01/11 | 31886 HOW TRN DRAGON-BERK ISLAND | \$16.00 | New | |

New Orders

New Orders are orders you have not yet accepted, and are indicated with a purple box in the Status column of your Order Queue. You will not be able to see the customer's name, phone or email until you accept the order.

Ordering Queue

View Active Orders

This page allows you to view all Active Orders to your bakery. If an order is marked "New", it means you or your staff has not yet reviewed it. "Accepted" indicates your bakery will make the cake exactly as it was ordered. If you can make the cake, but need to make a small substitution or edit to the order, mark the order as "Conditional" and contact the customer concerning the modifications.

An order will remain as a listing, until it is accepted. Once it's accepted, you will be able to review all the details and print it out.

Order Activity

You have: New 2 Orders to Accept Accepted 4 Accepted Orders Conditional 2 Conditionally Accepted Orders

| Order Number | Requested Pickup Date | Item Number / Name | Price (excluding tax) | Status | Date Accepted |
|--------------|-----------------------|--|-----------------------|-------------|---------------|
| 184 | 06/30/11 | 13291 SIGNATURE-TOY STORY 3-BUZZ, WOODY & FRIE | \$17.00 | New | |
| 193 | 06/29/11 | 11825,31201 DINOSAUR-PALS | \$18.00 | Accepted | 06/29/11 |
| 192 | 07/09/11 | 16161,96161 HAPPY BIRTHDAY LETTER CANDLES | \$33.00 | Accepted | 06/29/11 |
| 191 | 07/03/11 | 11823,31191 CLAYNATION-AMERICAN FLAG | \$14.00 | Conditional | 06/29/11 |
| 190 | 07/02/11 | 32018 COCKTAIL PARTY | \$14.00 | Accepted | 06/29/11 |
| 188 | 07/02/11 | 13291 SIGNATURE-TOY STORY 3-BUZZ, WOODY & FRIE | \$20.00 | Accepted | 06/29/11 |
| 186 | 06/30/11 | 31227,31229 I LOVE SHOES | \$21.00 | Conditional | 06/29/11 |
| 184 | 07/01/11 | 31886 HOW TRN DRAGON-BERK ISLAND | \$16.00 | New | |

Displaying all 8 orders

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[About Online Cake Ordering](#)
[Terms & Conditions](#)
[Contact Us](#)
[FAQ](#)

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How To Accept an Order

Step 1: Accept As-Is or Conditionally

To Accept an Order click on the down arrow to the right of the order. This will display details about the order. Review the information provided.

| Order Number | Requested Pickup Date | Item Number / Name | Price (excluding tax) | Status | Date Accepted |
|--------------|-----------------------|--|-----------------------|--------|---|
| 213 | 07/30/11 | 31956 TOY STORY 3-WOODY & BUZZ & ERIC | \$17.00 | New |  |

If you can accept the order without further contact from the customer, select the circle next to “Accept order as-is” and click the purple “Accept” button. If you need to contact the customer for additional information or clarification, select the circle next to “I need to contact the customer about the order” and then click the “Accept” button. You can also cancel the order by clicking the “Cancel Order” button.


213

07/15/11

31956 TOY STORY 3-WOODY & BUZZ

\$21.99

New



Cake Details:

DecoSet: 31956
TOY STORY 3-WOODY & BUZZ
Size: 14 Sheet
Flavor: Chocolate
Filling:
Icing Flavor: Buttercream - chocolate


Inscription Color: Royal Blue
Inscription:
Note to cake decorator:


Customer Details:

Name: *****
Phone: *****
Order Placed: 07/12/11 1:13 PM
Requested Pickup: 07/15/11 11:00 AM
Email: *****

Customer details and inscription will be displayed once the order is accepted.

☒ Accept order as-is
☐ Accept Conditionally - I need to contact the customer about this order






Comment(s):

I need to order this product. Will contact the customer if I can't get this in time.

8/4/200



Step 2: Confirm you Accept the Order

A small window will pop up asking you to confirm that you want to accept the order.

Ordering Queue

Confirm Accept Order

Are you sure you want to accept this order?

Yes No

View Active Orders

This page allows you to view all Active Orders. You can view the details of each order and make any necessary modifications. If you can make the modifications, you can click the 'Accept' button to confirm the order.

An order will remain as a pending, until it is accepted. Once it's accepted, you will be able to review all the details and print it out.

Order Activity

You have: **New** 2 Orders to Accept **Accepted** 4 Accepted Orders **Conditional** 2 Conditionally Accepted Orders

| Order ID | Date | Order Details | Status | Action |
|----------|----------|--------------------------------|----------|--------|
| 213 | 07/15/11 | 31956 TOY STORY 3-WOODY & BUZZ | New | Accept |
| 193 | 06/29/11 | 11925,31201 DINOSAUR-PALS | Accepted | |
| 193 | 07/05/11 | 11925,31201 DINOSAUR-PALS | Accepted | |

Order Details for 213:

Cake Details:
 DecoSet: 31956
 TOY STORY 3-WOODY & BUZZ
 Size: 1/4 Sheet
 Flavor: Chocolate
 Filling:
 Icing Flavor: Buttercream - chocolate

Customer Details:
 Name: *****
 Phone: *****
 Order Placed: 07/12/11 1:13 PM
 Requested Pickup: 07/15/11 11:00 AM
 Email: *****

Inscription Color: Royal Blue
Inscription:

Note to cake decorator:

Note to cake decorator:
 If I could pick up by 3:00 PM that would be great!

Accept

Step 3: Order Status Changes to “Accepted”

After you have accepted the order, the status will be set to “Accepted” in your Order Queue.

Step 4: View Full Order Information

For Accepted orders, you will now be able to see the customer contact information when you click on the down arrow next to the order. You can also print the order information by clicking the “Print” button on the bottom right of the order.

Ordering Queue

View Active Orders

This page allows you to view all Active Orders to your bakery. If an order is marked “New”, it means you or your staff has not yet reviewed it. “Accepted” indicates your bakery will make the cake exactly as it was ordered. If you can make the cake, but need to make a small substitution or edit to the order, mark the order as “Conditional” and contact the customer concerning the modifications.


An order will remain as a listing, until it is accepted. Once it's accepted, you will be able to review all the details and print it out.

Order Activity

You have: **New** 1 Order(s) to Accept **Accepted** 5 Accepted Order(s) **Conditional** 2 Conditionally Accepted Orders

| Order Number | Requested Pickup Date | Item Number / Name | Price (excluding tax) | Status | Date Accepted |
|--------------|-----------------------|--------------------------------|-----------------------|----------|---------------|
| 213 | 07/15/11 | 31556 TOY STORY 3-WOODY & BUZZ | \$21.99 | Accepted | 07/12/11 |

Indicates Comment (arrow pointing to the down arrow next to the 'Accepted' status)



Cake Details:
 DecoSet: 31556
 TOY STORY 3-WOODY & BUZZ
 Size: 1/4 Sheet
 Flavor: Chocolate
 Filling:
 Icing Flavor: Butterscream - chocolate

Customer Details:
 Name: Anne Zelenak
 Phone: (768) 358-5645
 Order Placed: 07/12/11 1:13 PM
 Requested Pickup: 07/15/11 11:09 AM
 Email: anne.zelenak@decopac.com

Inscription Color: Royal Blue
 Inscription:
 Happy Birthday Andy!
 Note to cake decorator:

Comment(s):

web.customer162@decopac.com
 I need to order this product. Will contact the customer if I can't get this in time.

Enter your comment...

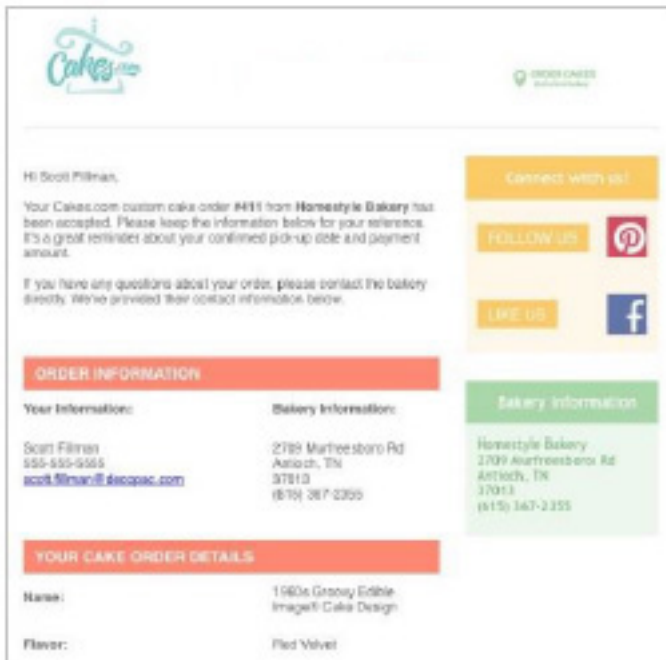
Can view and add comments at any time. (arrow pointing to the comment box)

Print (button)

Email Notifications

Both the bakery and the customer will receive an email notification when the order is accepted as-is, accepted conditionally, or if you cancel the order.

Customer Email



Bakery Email



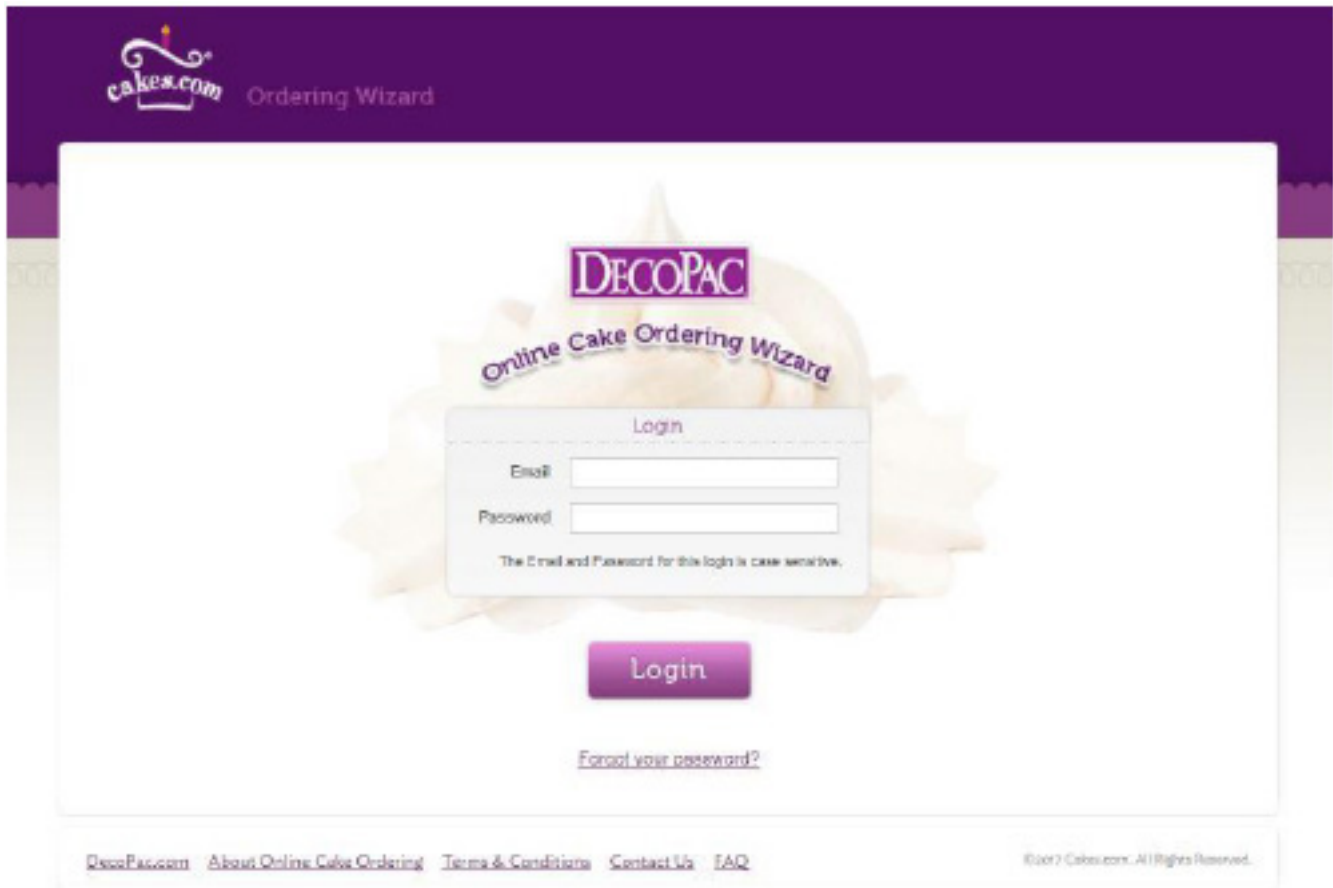
Section 6: Additional Information

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How to Log In

After you've setup your Online Cake Ordering account, you'll be able to login and change any of your settings whenever you'd like. To login, go to the following URL:

order.cakes.com/account-admin/login or go to www.decopac.com/onlinecakeordering and follow the links



The screenshot shows the DECOPAC Online Cake Ordering Wizard login interface. At the top left is the cakes.com logo and the text "Ordering Wizard". The main content area features the DECOPAC logo and "Online Cake Ordering Wizard" text above a login form. The form has fields for "Email" and "Password", a "Login" button, and a "Forgot your password?" link. A note states "The Email and Password for this login is case sensitive." The footer contains links for DecoPac.com, About Online Cake Ordering, Terms & Conditions, Contact Us, and FAQ, along with a copyright notice for 2007 Cakes.com.

Steps on this page:

1. To login, enter your email address and the password that you have setup
2. Click the "Login" button to continue.

If you've forgotten your password, click on the "I forgot my password" link. You'll be asked to provide your Customer Number and Email Address.

Ordering Queue

When your setup is complete, you'll be taken to the main page of the Online Cake Ordering Wizard. On this page you'll be able to see Order Activity and Detail, and also access other features like Reporting, User Profile settings, Store Information, and Cake Information.

Ordering Queue

View Active Orders

This page allows you to view all Active Orders to your bakery. If an order is marked "New", it means you or your staff has not yet reviewed it. "Accepted" indicates your bakery will make the cake exactly as it was ordered. If you can make the cake, but need to make a small substitution or add to the order, mark the order as "Conditional" and contact the customer concerning the modifications.

All orders will remain as a listing until it is accepted. Once its accepted, you will be able to review all the details and print it out.

Order Activity

You have: **New** 4 Orders to Accept **Accepted** 0 Accepted Orders **Conditional** 0 Conditionally Accepted Orders

| Order Number | Requested Pickup Date | Item Number / Name | Price (excluding tax) | Status | Date Accepted |
|--------------|-----------------------|--|-----------------------|--------|---------------|
| 3145 | 02/05/14 | 1234567890 Test computer cake. | \$17.55 | New | |
| 3144 | 01/31/14 | 12345 Ye Cobble Gabbas Dance Party | \$21.01 | New | |
| 3143 | 02/14/14 | 6153 Coconut Beach Cabana Signature Design | \$18.64 | New | |
| 3142 | 01/29/14 | 15420 NFL New England Patriots Layer | \$4.52 | New | |

Options on this page:

- To edit settings like Password, Email Addresses or Email Notification options, select the "My User Profile" in the upper right corner.
- To view active orders or order history, select the "Active Orders" or "Order History" links available in the "Order Queue" menu bar option.
- To edit cake flavors, designs, fillings, or icings - select the "Flavors & Designs", "Fillings", or "Icings" links available in the "Cake Information" menu bar option.
- To edit in store or online store information - select the "In Store" or "Online" links available in the "Store Information" menu bar option.
- To view reports for past orders or performance statistics related to orders - select the "Orders" or "Performance" links available in the "Reports" menu bar option.

My User Profile

To view and update your account and profile information, click on the “My User Profile” link in the top right corner of the screen. Please note, you will not be able to update your Name or User Name online. Please contact DecoPac to update your name or username.

To change your password or your email notifications, click the word “Edit” to the right of your business name.

The screenshot displays the 'My User Profile' page on the DecoPac website. The page has a purple header with the DecoPac logo and 'Ordering Wizard' text. A navigation bar includes links for 'Order Queue', 'Cake Information', 'Store Information', 'Reports', and 'Bakery Cakes'. The main content area is titled 'My User Profile' and contains an 'Account Settings' section. This section includes fields for 'Name' (with an 'Edit' link), 'Account Name: Tasty Bakery', 'User Name', 'Password', and 'Your Current Password:'. Below these is a 'Notifications' section with a table for email notifications. At the bottom, there is a table showing order details for a cake.

| Account Settings | | | | |
|----------------------------|----------------------|------------------------|--|--|
| Name Edit | | | | |
| Account Name: Tasty Bakery | | | | |
| User Name | | | | |
| Password | | | | |
| Your Current Password: | | | | |
| Notifications | | | | |
| Email | Notification Trigger | Notification Frequency | | |
| | | | | |

| | | | | |
|---|----------|---------------------------------------|-------|--|
| DecoPac.com About Online Cake Ordering Terms & Conditions Contact Us FAQ ©2014 DecoPac.com. All Rights Reserved. | | | | |
| 3142 | 01/29/14 | 15425 51PL New England Patriots LayOn | 34.52 | New + |

| | | | | |
|---|--|--|--|--|
| DecoPac.com About Online Cake Ordering Terms & Conditions Contact Us FAQ ©2014 DecoPac.com. All Rights Reserved. | | | | |
|---|--|--|--|--|

Change Password

To change your password, you will need to know your current password. Your new password must be at least 8 characters long, and must contain at least one number and one capital letter. If you do not want to change your password, leave these fields blank.

Email Notifications

Get an email notification when orders are placed by your customers, and when orders are accepted by you or one of your staff.

1. Enter an email address where you want your email notification to be sent.
2. Select if you want the email to be triggered when an order is placed or when an order is accepted.
3. Under Notification Frequency, select if you want to receive an email every time an order is placed/accepted, or if you only want to receive a summary on a daily basis.
4. To add additional notifications to be sent to the same or alternate email addresses, click on the purple plus sign under the last email address entered. To remove a notification, click on the purple minus sign next to that notification.
5. Click the “Submit” button to save your changes.

My User Profile

Update Your Account Settings

Name

Account Name: Forest Hills Foods #387

User Name:

Password

Password must be at least 8 characters and contain at least one number and one capital letter. If you leave your password blank, it will not be changed.

Old Password

New Password

Confirm Password

Notifications

Set up your e-mail notifications in the way that best fits your order process. You can sign up as many members of your staff as you like, and customize when and why their notifications are sent.

| Email | Notification Trigger | Notification Frequency |
|-----------------------------|----------------------|------------------------|
| web.customer182@decopec.com | Order Accepted ▼ | Order ▼ |
| web.customer182@decopec.com | Order Placed ▼ | Order ▼ |

+

Cancel Submit

Reporting – Order Details

The Online Cake Ordering tool provides reporting related to online cake ordering. Reports are available after the Bakery or Retail outlet has activated Online Cake Ordering. To view reports for past orders or performance statistics related to orders select the “Order Details”, “Order Summary”, or “Performance” links available in the “Reports” menu bar option. For the Order Details report select “Order Details” in the menu bar.

The screenshot shows the 'Reports' section of the Online Cake Ordering interface. The 'Order Details' link is highlighted with a red circle. Below the navigation bar, the 'View Order Detail Report' section is visible. It includes a 'Select Report Type' dropdown set to 'Yearly', a 'From' date of 2010, and a 'To' date of 2015. A 'Show Report' button is present. The main content area displays a table of orders from 2010 to 2015. The table has columns for Order ID, Cake, Cake Size, Cake Flavor, Cake Topping, Cake Frosting, Cake Message, Cake Message Color, Decorator, and User Email. Three orders are listed: Order 411 (Round cake, Red velvet, Chocolate cream, No message), Order 412 (Full sheet cake, Marble, Chocolate cream, No message), and Order 413 (Full sheet cake, Marble, White cream, No message). Each order row has a 'Summary' link. At the bottom, there are links for 'BakePac.com', 'About Online Cake Ordering', 'Terms & Conditions', 'Contact Us', and 'FAQ'.

| Order ID | Cake | Cake Size | Cake Flavor | Cake Topping | Cake Frosting | Cake Message | Cake Message Color | Decorator | User Email |
|----------|---|----------------------------|---------------|----------------------------|----------------|--------------|--------------------|-----------|-------------------------|
| 411 | Round Edible Image Cake Design | 1" Round -2 Layer | Red Velvet | Buttercream - Chocolate | Swiss Cream | | Violet | | scott.blair@bakepac.com |
| 412 | Full Sheet Edible Image Cake Design | Full Sheet | Marble | Buttercream - Chocolate | Swiss Cream | | | | scott.blair@bakepac.com |
| 413 | Angels Class John H Hero Photo Photo Photo Design | Full Sheet | Marble | Buttercream - White | Swiss Cream | | Violet | | scott.blair@bakepac.com |

Steps on this page:

1. Select “Yearly Summary”, “Monthly Summary”, or “Daily Summary”.
2. Select the year or years of reporting you want to view.
3. Click the “Show Report” button to continue.

Reporting – Order Summary

To view reports related to online order performance, select the “Order Summary” link available in the “Reports” menu bar option.

Reports

View Order Report

To review your online orders, we offer flexible report templates. Simply choose the time period and the type of summary you'd like and we'll generate a detailed report.

Select Report Type: ☒ Yearly Summary ☐ Monthly Summary ☐ Daily Summary

Select Dates: From 2010 To 2015

Show Report

Orders 2010 to 2015

| Date | Fulfilled Orders | Accepted As-Is | Accepted Conditionally | Total Sales | Cancelled Orders | Sales Cancelled Orders |
|---------|------------------|----------------|------------------------|-------------|------------------|------------------------|
| 2015 | 1 | 1 | 0 | \$100.00 | 0 | \$0.00 |
| Summary | 1 | 1 | 0 | \$100.00 | 0 | \$0.00 |

Export Print

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Steps on this page:

1. Select “Yearly Summary”, “Monthly Summary”, or “Daily Summary”.
2. Select the year or years of reporting you want to view
3. Click the “Show Report” button to continue.

Reporting - Performance

To view reports related to online order performance, select the “Performance” link available in the “Reports” menu bar option.

Reports

View Performance Report

To review your online orders, we offer flexible report templates. Simply choose the time period and the type of summary you'd like and we'll generate a detailed report.

Select Report Type: ☒ Yearly Summary ☐ Monthly Summary ☐ Daily Summary

Select Dates: From To **Show Report**

Orders 2010 to 2015 Export Print

| Date | Orders | Accepted As Is | Accepted Conditionally | Cancelled | Percent Accepted | Percent Conditionally | Accepted After Pickup | Average Time In Queue | Accepted Before Pickup |
|---------|--------|----------------|------------------------|-----------|------------------|-----------------------|-----------------------|-----------------------|------------------------|
| 2015 | 3 | 1 | 0 | 0 | 100.0% | 0.0% | 0 | 0.0 days | 1 |
| Summary | 3 | 1 | 0 | 0 | 100.0% | 0.0% | 0 | 0.0 days | 1 |

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Steps on this page:

1. Select “Yearly Summary”, “Monthly Summary”, or “Daily Summary”.
2. Select the year or years of reporting you want to view
3. Click the “Show Report” button to continue.

Consumer FAQs:

I can't find the cake I'm looking for.

Try entering a term into the search box to find your specific character or cake.

How do I know the bakery received my order?

You will receive an email confirmation from the email address no-reply@cakes.com with the subject "Your Cake Order." If you do not see the email, check your spam folders.

I need to change my order. How do I do that?

At this time, you cannot make changes to orders on Cakes.com or on an in-store kiosk. Please contact your bakery directly.

How do I pay for my order?

You will pay for the order at the time of pick-up or other method dependent on your bakery's request.

Bakery Manager/Decorator FAQs:**What if I don't have, or can't get, an item in-stock for an order?**

You will have the option to accept an order "as-is" or "conditionally." Once you accept the order, you can see contact information for your customer. Please contact your customer to discuss your options.

To prevent this issue in the future, consider the following:

- **Order Lead Time:** You can adjust your order lead time to ensure you have time to get the necessary items in stock to fulfill an order. See page 18 for instructions.
- **Cake Design Selection:** If you will no longer carry a cake design, you can remove that design from your kiosk and cakes.com. See page 26 for instructions.

My in-store kiosk is not working. Who do I contact for assistance?

If you are having a problem with the kiosk showing your home page, cakes, or ordering process, please contact DecoPac at 1-800-DECOPAC to report the problem.

If you are having problems with the hardware (the kiosk won't turn on or is not showing your Online Ordering home page), please contact your appropriate IT department or the manufacturer of your equipment.

My customer entered a pick-up time when I am not open.

Customers are only allowed to place orders for pick-up during your selected open hours. Please refer to pages 17- 18 for setting up store hours and holiday hours.

Section 7: Mass Updates

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Mass Updates – Overview

For bakeries and retail stores with more than one location, the Online Cake Ordering Wizard allows multiple updates or changes to be set and pushed to multiple in-store kiosks or store listings on Cakes.com. This saves time and allows for uniform offerings, options and business information to be easily managed and deployed across multiple business locations.

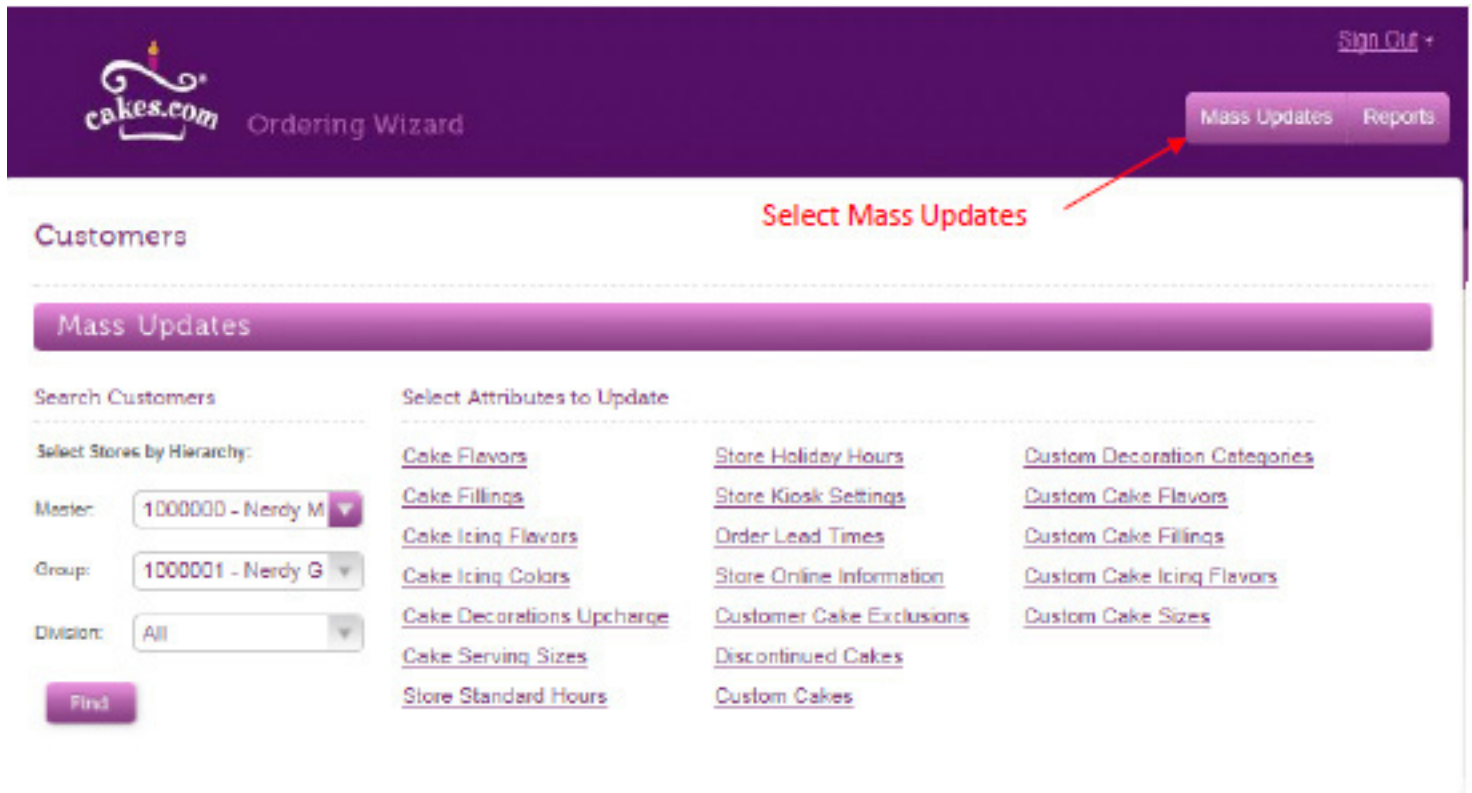
The following attributes and options can utilize the mass updates feature:

- Cake Flavors and Designs
- Cake Fillings
- Cake Icing Flavors
- Cake Icing Colors
- Cake Decorations Upcharge
- Cake Serving Sizes
- Store Standard Hours
- Store Holiday Hours
- Store Kiosk Settings
- Order Lead Times
- Store Online Information
- Customer Cake Exclusions
- Discontinued Cakes
- Custom Cakes
- Custom Decoration Categories
- Custom Cake Flavors
- Custom Cake Fillings
- Custom Cake Icing Flavors
- Custom Cake Sizes

Mass updates utilize a master group and can deploy updates to multiple business locations that exist in the subgroups of the master group and even individual locations within the master or subgroups if necessary.

How To Make Mass Updates – Step 1

On the account administration landing page for stores with multiple locations (this is the first page that you are directed to upon successful log in) select Mass Updates.



The screenshot shows the 'cakes.com Ordering Wizard' interface. At the top right, there is a 'Sign Out' link and two buttons: 'Mass Updates' and 'Reports'. A red arrow points from the 'Mass Updates' button to the 'Select Mass Updates' text. Below this, the 'Customers' section is visible, followed by a 'Mass Updates' header. The main content area is divided into two columns. The left column, titled 'Search Customers', contains a 'Select Stores by Hierarchy' section with three dropdown menus: 'Master' (set to '1000000 - Nerdy M'), 'Group' (set to '1000001 - Nerdy G'), and 'Division' (set to 'All'). Below these is a 'Find' button. The right column, titled 'Select Attributes to Update', contains a grid of 12 links: 'Cake Flavors', 'Cake Fillings', 'Cake Icing Flavors', 'Cake Icing Colors', 'Cake Decorations Upcharge', 'Cake Serving Sizes', 'Store Standard Hours', 'Store Holiday Hours', 'Store Kiosk Settings', 'Order Lead Times', 'Store Online Information', 'Customer Cake Exclusions', 'Discontinued Cakes', 'Custom Cakes', 'Custom Decoration Categories', 'Custom Cake Flavors', 'Custom Cake Fillings', 'Custom Cake Icing Flavors', and 'Custom Cake Sizes'.

cakes.com Ordering Wizard

Sign Out +

Mass Updates Reports

Select Mass Updates

Customers

Mass Updates

Search Customers

Select Stores by Hierarchy:

Master: 1000000 - Nerdy M ▼

Group: 1000001 - Nerdy G ▼

Division: All ▼

Find

Select Attributes to Update

| | | |
|---|--|--|
| Cake Flavors | Store Holiday Hours | Custom Decoration Categories |
| Cake Fillings | Store Kiosk Settings | Custom Cake Flavors |
| Cake Icing Flavors | Order Lead Times | Custom Cake Fillings |
| Cake Icing Colors | Store Online Information | Custom Cake Icing Flavors |
| Cake Decorations Upcharge | Customer Cake Exclusions | Custom Cake Sizes |
| Cake Serving Sizes | Discontinued Cakes | |
| Store Standard Hours | Custom Cakes | |

How To Make Mass Updates – Step 2

First, select the master group and specific subgroup that you want the mass change deployment to apply to. Then, select Find.

Select a master bakery group that the subgroups and divisions fall under.

Customers

Mass Updates

Select the specific subgroup that you want the change(s) to apply to.

Search Customers

Select Stores by Hierarchy:

Master: 1000000 - Nerdy M

Group: 1000001 - Nerdy G

Division: All

Find

Select Attributes to Update

| | | |
|---|--|--|
| Cake Flavors | Store Holiday Hours | Custom Decoration Categories |
| Cake Fillings | Store Kick Settings | Custom Cake Flavors |
| Cake Icing Flavors | Order Lead Times | Custom Cake Fillings |
| Cake Icing Colors | Store Online Information | Custom Cake Icing Flavors |
| Cake Decorations Unchanga | Customer Cake Exclusions | Custom Cake Sizes |
| Cake Serving Sizes | Discontinued Cakes | |
| Store Standard Hours | Custom Cakes | |

Click Find once the proper information has been selected.

If there are divisions available in your account, a selection box will appear and you can select the specific division that you want the change(s) to apply to.

How To Make Mass Updates – Step 3

Click the link for the section that you would like to update.

Customers

Mass Updates

Search Customers

Select Stores by Hierarchy:

Master: 1000000 - Nerdy M

Group: 1000001 - Nerdy G

Division: All

Find

Select Attributes to Update

| | | |
|---|--|--|
| Cake Flavors | Store Holiday Hours | Custom Decoration Categories |
| Cake Fillings | Store Kiosk Settings | Custom Cake Flavors |
| Cake Icing Flavors | Order Lead Times | Custom Cake Fillings |
| Cake Icing Colors | Store Online Information | Custom Cake Icing Flavors |
| Cake Decorations Upcharge | Customer Cake Exclusions | Custom Cake Sizes |
| Cake Serving Sizes | Discontinued Cakes | |
| Store Standard Hours | Custom Cakes | |

Select and click on a section that you would like to update for the group selected.

How To Make Mass Updates – Step 4

After selecting a section to edit, choose which locations to update by either selecting “All” or “None” or click on the specific locations you wish to include in this mass update. The default is set to include all customers within this group.

Once the locations have been selected, scroll down and click the “+ Offering to Update” button in order to begin to create the mass update for an offering or store attribute.

Customers

Mass Updates - Cake Flavors

Search Customers

Select Stores by Hierarchy:

Master: 1000000 - Nerdy M

Group: 1000001 - Nerdy G

Division: All

Find

Select Attributes to Update

| | | |
|--|--|--|
| Cake Flavors | Store Holiday Hours | Custom Decoration Categories |
| Cake Fillings | Store Kiosk Settings | Custom Cake Flavors |
| Cake Icing Flavors | Order Lead Times | Custom Cake Fillings |
| Cake Icing Colors | Store Online Information | Custom Cake Icing Flavors |
| Cake Decorations Upcharges | Customer Cake Exclusions | Custom Cake Sizes |
| Cake Serving Sizes | Discontinued Cakes | |
| Store Standard Hours | Custom Cakes | |

Cake Flavors

Select specific bakeries

2 customer(s) selected for bulk update.

Select: All None

☒ #13522 - Albertsons #0154 Bky

☒ #123456789 - Nerdy Bakery

Directions:

Choose which Cake Flavors are offered in this group and include the additional cost based on the size of the cake.

+ offering to update

Cancel Save

Annotations:

- Verify you have selected the correct attribute you wish to update!
- Select locations to update by clicking on All to select all locations or None to deselect all.
- Select individual locations to update by click on the box to the left of the location.
- Click the “+ Offering to Update” button in order to change and update an offering or store attribute.

How To Make Mass Updates – Step 5

After clicking the “+ Offering to Update” button, use the select menu to choose a specific offering to update.

Mass Updates - Cake Flavors

Search Customers

Select Stores by Hierarchy:

Master: 1000000 - Nerdy M

Group: 1000001 - Nerdy G

Division: All

Find

Select Attributes to Update

| | | |
|---|--|--|
| Cake Flavors | Store Holiday Hours | Custom Decoration Categories |
| Cake Fillings | Store Kiosk Settings | Custom Cake Flavors |
| Cake Icing Flavors | Order Lead Times | Custom Cake Fillings |
| Cake Icing Colors | Store Online Information | Custom Cake Icing Flavors |
| Cake Decorations Upcharge | Customer Cake Exclusions | Custom Cake Sizes |
| Cake Serving Sizes | Discontinued Cakes | |
| Store Standard Hours | Custom Cakes | |

Cake Flavors

Select specific bakeries

2 customer(s) selected for bulk update.

Select: [All](#), [None](#)

☒ #13500 - Albertsons #0154 Bky

☒ #123456780 - Nerdy Bakery

Directions:

Choose which Cake Flavors are offered in this group and include the additional cost based on the size of the cake.

[Select a Cake Flavor]

[Select a Cake Flavor]

Carrot

Chocolate

Marble

Red Velvet

Tres Leches

White

Yellow

Variety

Cancel

Save

Select a specific offering or store attribute to edit

How To Make Mass Updates – Step 6

Once you select a specific offering or store attribute to edit, a list of editable fields will appear. Click on the pencil icon to open the editable field. You can also click the “+ Offering to Update” button to add additional offerings to update.

18367 customers selected for bulk update.

Cake Flavors and Designs


Directions:

Choose which cake flavors and designs are offered at your store and include the additional cost based on the size of the cake. If your available varieties change in the future, this page will always be available for editing.


Select a specific offering or store attribute to edit by clicking the pencil icon

Carrot

Cancel


 1/8 sheet

 1/4 sheet

 1/2 sheet


 Full sheet

 Pull apart cupcake cake


 7" round - 2 layer

 8" round - 2 layer

 9" round - 2 layer

 10" round - 2 layer


 Signature


 Simple signature

 Petite signature

 12 pack cupcakes

 24 pack cupcakes

 Signature cupcake platter

 As shown

+ offering to update

Cancel

Save

How To Make Mass Updates – Step 7

Once the editable field is opened, you can make changes to the values in the field. You can also edit multiple fields by clicking on the pencil icons for other fields and making additional changes.

Cake Flavors and Designs

Directions:
Choose which cake flavors and designs are offered at your store and include the additional cost based on the size of the cake. If your available varieties change in the future, this page will always be available for editing.

Carrot Cancel

- ☐ 1/8 sheet
- ☐ 1/4 sheet
- ☐ 1/2 sheet
- ☒ **Full sheet** Offered \$ 14.00
- ☐ Pull apart cupcake cake
- ☐ 7" round - 2 layer
- ☐ 8" round - 2 layer
- ☐ 9" round - 2 layer
- ☐ 10" round - 2 layer
- ☐ Signature
- ☐ Simple signature
- ☐ Petite signature
- ☐ 12 pack cupcakes
- ☐ 24 pack cupcakes
- ☐ Signature cupcake platter
- ☐ As shown

+ offering to update

Cancel Save

Change the value in field by entering the desired value for the update

Add additional offerings to update by clicking the "+ Offerings to Update" button

How To Make Mass Updates – Step 8

Edit multiple fields for different offerings and deploy the mass update to the selected group, divisions, or specific locations.

Cake Flavors and Designs

Directions:
Choose which cake flavors and designs are offered at your store and include the additional cost based on the size of the cake. If your available varieties change in the future, this page will always be available for editing.

Carrot

- 1/8 sheet
- 1/4 sheet
- 1/2 sheet
- Full sheet** (Offered \$ 14.00)
- Put apart cupcake cake
- 7" round - 2 layer
- 8" round - 2 layer
- 9" round - 2 layer
- 10" round - 2 layer
- Signature
- Single signature
- Pette signature
- 12 pack cupcakes
- 24 pack cupcakes
- Signature cupcake platter
- As shown

Marble

- 1/8 sheet
- 1/4 sheet** (Offered \$ 6.00)
- 1/2 sheet

Annotations:

- Change the value in field by entering the desired value for the update (points to the 'Offered \$' field for 'Full sheet' in the Carrot section).
- Click "Cancel" to remove the offering and select again or quit making updates (points to the 'Cancel' button in the Carrot section).
- Change the value in field by entering the desired value for the update (points to the 'Offered \$' field for '1/4 sheet' in the Marble section).

After making the necessary changes, click the "Save" button to deploy the changes or the "Cancel" button to nullify the changes and start over.

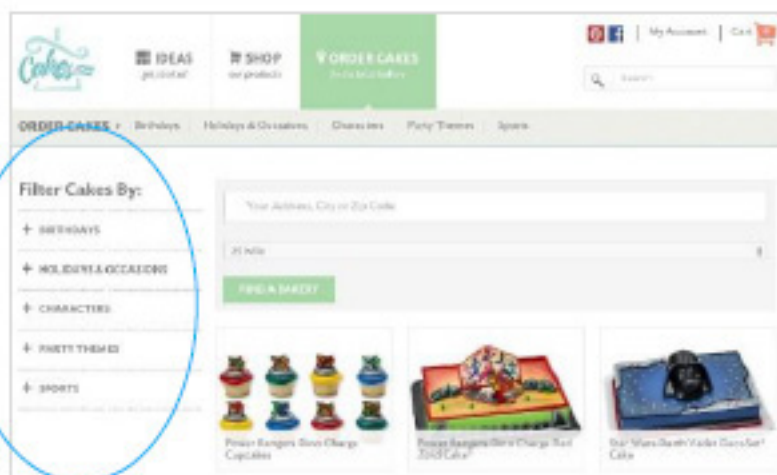
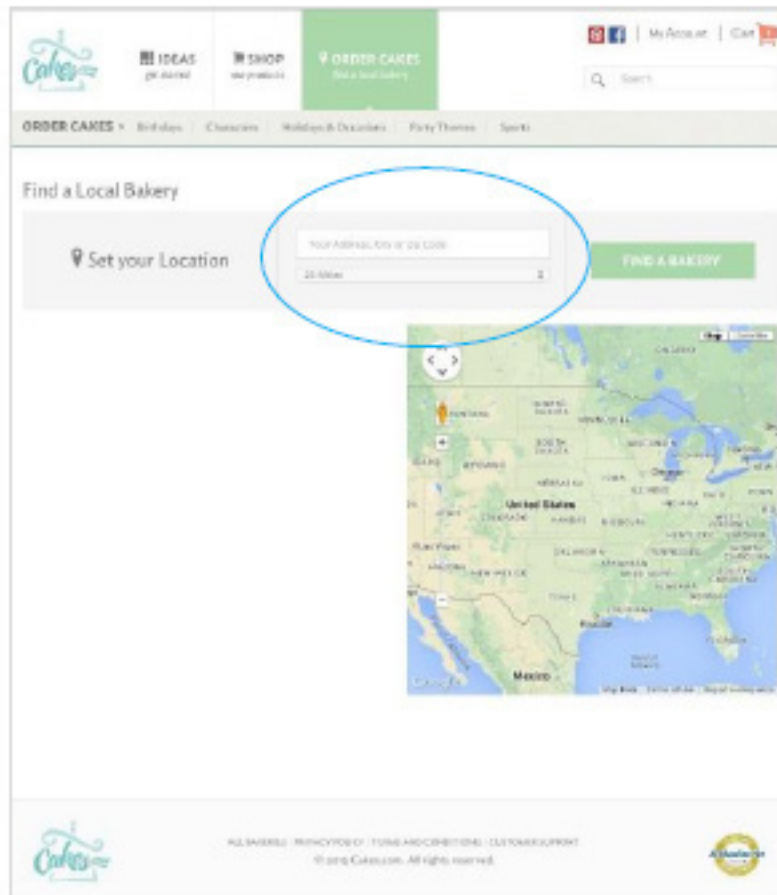
Annotations:

- Click "Cancel" to remove the changes and to quit making updates (points to the 'Cancel' button).
- Click "Save" to save and deploy updates to the selected groups or div (points to the 'Save' button).

Appendix A: Consumer Experience on Cakes.com

Here are the steps your consumer will go through on Cakes.com to place an online cake order.

Consumers Find a Bakery or a Cake



Consumers Select a Bakery with Online Ordering

Once your Online Ordering is set up and active, your Cake.com consumers will see an “Online Orders Accepted” message along with your bakery information.

The screenshot displays the Cake.com website interface. At the top, there is a navigation bar with the Cake.com logo, links for IDEAS (get started), SHOP (our products), and ORDER Cakes (find a local bakery). Social media icons for Pinterest and Facebook are also present, along with links for My Account and a Cart icon. A search bar is located on the right side of the navigation bar.

Below the navigation bar, there is a horizontal menu with links for ORDER Cakes, Birthdays, Characters, Holidays & Occasions, Party Themes, and Sports.

The main content area is divided into two columns. The left column, titled "Browse by", lists categories: BIRTHDAYS, HOLIDAYS & OCCASIONS, CHARACTERS, PARTY THEMES, and SPORTS, each with a plus sign to expand the list.

The right column, titled "Your Bakery", features the profile for Homestyle Bakery. It includes the bakery's logo, name, and a "Change Bakery" link. The text "Our Bakery Rocks!" is followed by the address: 2709 Murfreesboro Rd, Antioch, TN 37013, and the phone number: (615) 367-2355. A blue circle highlights the text "Business hours | Online orders accepted |" and "PhotoCakes™ available!". To the right of the bakery information, there is a "Questions?" section with the phone number "Call (615) 367-2355" and a "GET DIRECTIONS" button.

Below the bakery profile, there is a search bar labeled "Search this Bakery". A note states: "Not all bakeries make all cake designs featured on this website. [Read More...](#)".

The section "Popular Cakes at Homestyle Bakery" shows "1588 Cakes offered at this location". Three cake designs are displayed: a rectangular cake with pink frosting and a circular edible image (labeled "15"), a round cake with colorful frosting and a rainbow design (labeled "1960s Groovy Edible Image® Cake Design"), and a round cake with green frosting and a circular edible image (labeled "#1 HUNTER").

Consumers Select Cake



50's Hot Rod Edible Image® Cake Design



Order this cake from Homestyle Bakery

PLACE AN ORDER



Help them remember the good old days with this classic 50's car Edible Image icing decoration. Great for car enthusiasts. Image is printed on an icing sheet with edible ink. Available in a variety of cake formats. Varies by retailer.

+ Cake ID: 43030



Consumers Select Cake Options

Cake Filling

Select a Cake Filling

Cake Icing Flavors

Select an Icing Flavor

Message on Cake

Your Message

Select Message Color



Message Color: No Message

Note to the Cake Decorator

[+ Add Note](#)

Cake Decoration Upcharge **\$0.00**

Cake Subtotal: **\$0.00**

subtotal does not include sales tax, payment required on pickup


NEXT: ENTER CONTACT INFO





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Option 1: Consumers Enter Info and Print Order to Bring to Bakery



[IDEAS
get started](#)
[SHOP
our products](#)
[ORDER CAKES
find a local bakery](#)



[My Account](#)
[Cart](#)

[ORDER CAKES >](#)
[Birthdays](#)
[Characters](#)
[Holidays & Occasions](#)
[Party Themes](#)
[Sports](#)

Order this cake from a local bakery

Your Bakery



Homestyle Bakery

[Change Bakery](#)

Our Bakery Rocks!

2709 Murfreesboro Rd
Antioch, TN 37013
(615) 367-2355


[Business hours](#) | Online orders accepted | **PhotoCakes® available!**

Questions?

Call (615) 367-2355

[GET DIRECTIONS](#)

Your Cake



50's Hot Rod Edible Image® Cake Design

Help them remember the good old days with this classic 50's car Edible Image icing decoration. Great for car enthusiasts. Image is printed on an icing sheet with edible ink. Available in a variety of cake formats. Varies by retailer.

For the Bakery: Cake ID 43030

Not what you wanted?
[Choose a different cake](#)

Your Information


First Name

Last Name

Email


Phone Number



Special Instructions?

 You are not ordering a cake online. This form must be brought to your local supermarket, bakery or ice cream shop for an order to be placed.

[PRINT YOUR CAKE FORM](#)

Option 2: Consumers Enter Contact Info to Complete Order Online


[IDEAS](#) get started
 [SHOP](#) our products
 [ORDER CAKES](#) find a local bakery




[My Account](#) | [Cart](#)

Search

[ORDER CAKES >](#)
[Birthdays](#)
[Characters](#)
[Holidays & Occasions](#)
[Party Themes](#)
[Sports](#)

Order this cake from a local bakery

Your Bakery



Homestyle Bakery

[Change Bakery](#)

Our Bakery Rocked!

2709 Murfreesboro Rd
Antioch, TN 37013
(615) 367-2355


[Business hours](#) | Online orders accepted | **PhotoCakes® available!**

Questions?

Call (615) 367-2355

[GET DIRECTIONS](#)

Your Cake



50's Hot Rod Edible Image® Cake Design

Help them remember the good old days with this classic 50's car Edible Image icing decoration. Great for car enthusiasts. Image is printed on an icing sheet with edible ink. Available in a variety of cake formats. Varies by retailer.

For the Bakery: Cake ID 43030

Order

Contact Information


First Name *

Last Name *

Phone Number *

Email *

Confirm Email *

 Almost there! You will have a chance to review this information before it's sent to the bakery.

[SAVE AND REVIEW](#)

Consumers Enter Valid Credit Card Info (for Option 2 if credit card verification is set up in the online ordering system)

All fields are required

Your card will not be charged, but will be validated for security purposes. Payment will be required at time of pick-up.

Name on Card

Billing Address

Card Number

City


Expiration Date



State

Card Type

Zip Code

Consumers Verify and Submit Order (for Option 2)



[IDEAS](#) get started
[SHOP](#) our products
[ORDER CAKES](#) find a local bakery



[My Account](#)
[Cart](#)

[ORDER CAKES](#) >
[Birthdays](#)
[Characters](#)
[Holidays & Occasions](#)
[Party Themes](#)
[Sports](#)

Verify & Submit Your Order

Your Bakery



Homestyle Bakery

[Change Bakery](#)

Our Bakery Rocks!

2709 Murfreesboro Rd
Antioch, TN 37013
(615) 367-2355


[Business hours](#) | Online orders accepted | **PhotoCakes® available!**

Questions?

Call (615) 367-2355

[GET DIRECTIONS](#)

Your Cake



50's Hot Rod Edible Image® Cake Design

Help them remember the good old days with this classic 50's car Edible Image icing decoration. Great for car enthusiasts. Image is printed on an icing sheet with edible ink. Available in a variety of cake formats. Varies by retailer.

For the Bakery: Cake ID 43030

| Pickup Information | Cake Information | Message |
|---|--|-------------------------------|
| Name Test Test | Cake Size 7" Round - 2 Layer | Message on Cake |
| Phone Number 555-555-5555 | Cake Flavor Carrot | Message Color |
| Email Address test@test.com | Cake Filling Almond | Note to Cake Decorator |
| Requested pick up 06/03/2015 at 5:00 PM | Icing Flavor | |
| | Message on Cake | |
| | Message Color | |

Pickup 06/03/2015 at 5:00 PM at Homestyle Bakery .

Bakery Email Notification

Your bakery will receive an email notification about the new order:

You Just Received Cakes.com Online Customer Order #413

cakes.dev@gmail.com

Sent: Thursday, June 18, 2015 at 8:18 PM

To: Scott A. Fillman

An order was just submitted to your bakery via your Cakes.com Online Ordering account with DecoPac.

Bakery Information

Homestyle Bakery
2709 Murfreesboro Rd
Antioch, TN 37013
(615) 367-2355

Order Information

Order ID: 413
Product ID: 17387
Cake Name: Avengers Classic John the Hero PhotoCake Frame Design
Photo Cake: Y
Pick-Up Date: 06/25/15 8:45 AM.

This is a PhotoCake Order

Click on the link below to sign in and accept or conditionally accept this order.


<https://demo.cakes.com/account-admin/orders/active>


Thank you,


The Cakes.com Team


Consumer Email Notification

Your customer will also receive an email notification about the order:



 IDEAS generated

 SHOP

 ORDER CAKES


Hi Scott Fillman, Thank you for shopping with Homestyle Bakery. We appreciate your business.

Your order number is #411. You will receive another email once this order has been accepted by the bakery.


If you have any questions about your order, please contact the bakery directly. We've provided their contact information below.

Connect with us!

FOLLOW US



LIKE US



ORDER INFORMATION

| | |
|---|---|
| Your Information: | Bakery Information: |
| Scott Fillman 555-555-5555 scott.fillman@decopac.com | 2709 Murfreesboro Rd Antioch, TN 37013 (615) 367-2355 |

Bakery Information

Homestyle Bakery
 2709 Murfreesboro Rd
 Antioch, TN 37013
 (615) 367-2355

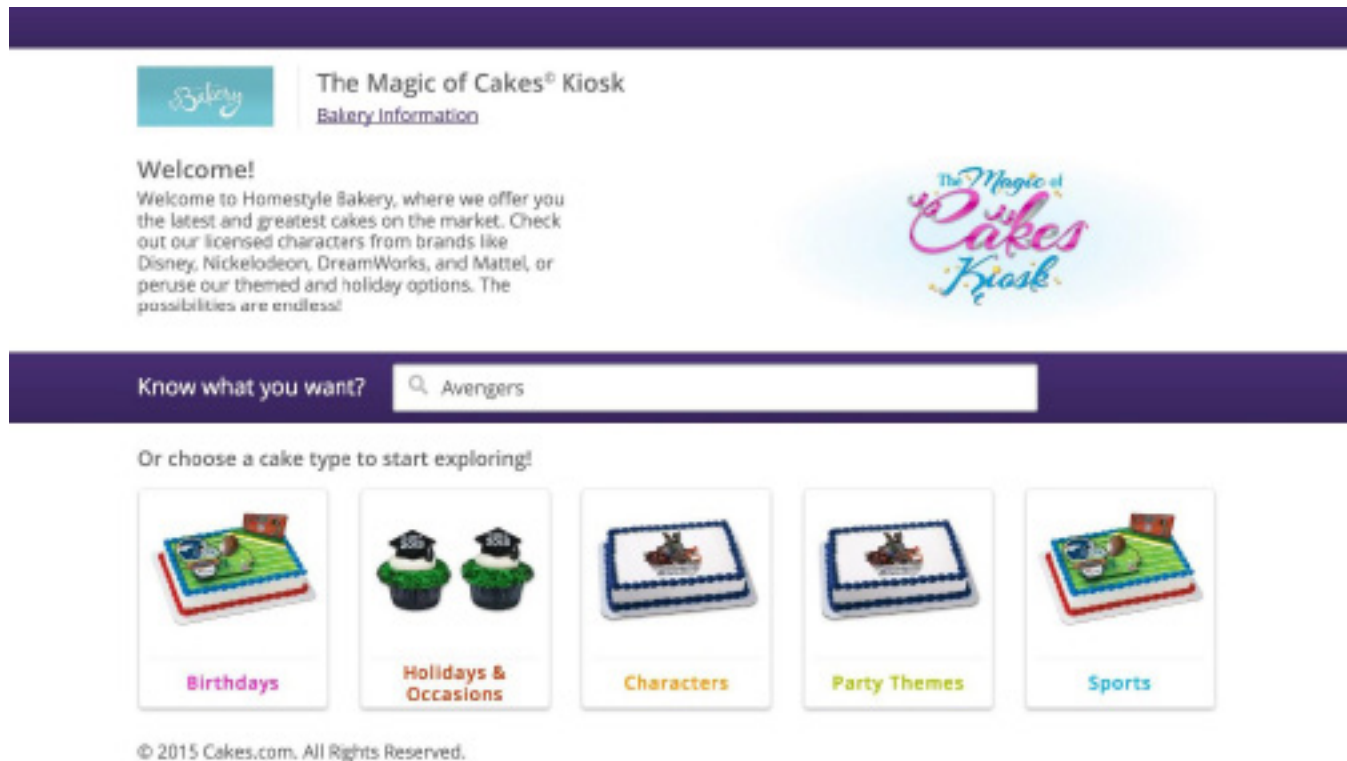
YOUR CAKE ORDER DETAILS

| | |
|----------------|--|
| Name: | 1960s Groovy Edible Image® Cake Design |
| Flavor: | Red Velvet |

Appendix B: Consumer Experience In-Store Kiosk

Here are the steps your consumer will go through on Cakes.com to place an online cake order.

Consumers Browse Cakes or Enter Search Keyword



Consumer Selects a Cake



[Back](#)[Reset](#)**The Magic of Cakes® Kiosk**[Bakery information](#)[1 Explore](#) [2 Customize](#) [3 Order](#)

Search Results for: Avengers (10)

Marvel's Avengers Unite DecoSet®
CakeAvengers Classic John the Hero
PhotoCake Frame DesignMarvel's Avengers Ready for Battle
PhotoCake® CakeAvengers Ready for Battle Edible
Image Cake DesignAvengers Classic Extraordinary
PhotoCake DesignMarvel's Thor the Dark World
Hammer DecoSet® Cake

Consumer Clicks Order Cake Button

[Back](#)[Reset](#)



© MARVEL

Avengers Classic John the Hero PhotoCake Frame Design

The guest of honor can join the Avenger heroes with this PhotoCake Frame cake design. PhotoCake image features all the Avengers on one side and a space for a copyright free photo you submit when you order. Image is printed on an icing sheet with edible ink. Available in a variety of cake formats. Varies by retailer.

For the Bakery: Cake ID: 17307


[Order Cake](#)

*Pricing is based on cake size and customization options.

*You have selected a PhotoCake® Frame Image. Once your order has been accepted by the bakery you will receive an email with instructions for providing the bakery a photo.


Consumer Selects Options for Size, Flavor and Icing

[Back](#)[Reset](#)

**The Magic of Cakes® Kiosk**[Bakery Information](#)

1 Explore 2 **Customize** 3 Order

Customize Your Cake



Avengers Classic John the Hero PhotoCake Frame Design

For the Bakery's Cake ID 17307

Not what you wanted?
[Choose a different cake](#)

Select a Pick Up Date and Time

Date +
06/25/2015 24

Time +
8:45 AM ⓘ

⚠ Speak with your bakery cake decorators about same day and special ordering options.

Customize Your Cake

Cake Size + What size do I need?
Full Sheet - Serves 80 - 100 X

Cake Flavor
Marble (\$11.99) X

Cake Filling
Bavarian Cream (\$10.00) X

Cake Icing Flavor
Buttercream - White (\$9.00) X

Include a Message on Your Cake (200 characters left, Optional)

100

Consumer Adds a personal message to their cake

Include a Message on Your Cake (200 characters left, Optional)

Message Color: No Message



Notes or special instructions for the Cake Decorators

Cake Price

Cake Decorating Upcharge: \$0.00

\$29.99


Does not include Taxes. Payment required on pickup.

[Save and Enter Contact Info](#)

[Clear Form Information](#)

Consumer Enters Personal Information

[◀ Back](#)[↻ Reset](#)



The Magic of Cakes® Kiosk
[Bakery Information](#)

[1 Explore](#) [2 Customize](#) [3 Order](#)

Your Information

Contact Information

| | |
|--|--|
| First Name * | Last Name * |
| <input type="text" value="Scott"/> | <input type="text" value="Fillman"/> |
| Email * | Confirm Email * |
| <input type="text" value="scott.fillman@decopac.com"/> | <input type="text" value="scott.fillman@decopac.com"/> |
| Phone Number * | |
| <input type="text" value="555-555-5555"/> | |

[Save and Review](#)

Almost there! You will have a chance to review this information before it's sent to the bakery.


*You have selected a PhotoCake® Frame Image. Once your order has been accepted by the bakery you will receive an email with instructions for providing the bakery a photo.

[Clear Form Information](#)

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Consumer Reviews Order Information

[Back](#)
[Reset](#)



The Magic of Cakes® Kiosk
[Bakery Information](#)
[1 Explore](#)
[2 Customize](#)
[3 Order](#)

Review & Confirm Your Order

Your Information

Scott Fillman
555-555-5555
scott.fillman@decopac.com

Your Cake Customizations



Avengers Classic John the Hero PhotoCake
Frame Design

For the Bakery: Cake ID 17307

| | |
|--------------------------|---------------------|
| Cake Size | Full Sheet |
| Cake Flavor | Marble |
| Cake Filling | Bavarian Cream |
| Icing Flavor | Buttercream - White |
| Message on Cake | |
| Message Color | Violet |
| Note to Cake Decorator | |
| Cake Decoration Upcharge | \$0.00 |

Summary

Cake Price
\$29.99

Does not include taxes.
Payment is required on pickup.

Requested pick up
05/25/2015 at 8:45 AM

[Place Order](#)

This will submit your order to the bakery

*You have selected a PhotoCake® Frame Image. Once your order has been accepted by the bakery you will receive an email with instructions for providing the bakery a photo.


[Cancel Order](#)
[Edit Order](#)

*You have selected a PhotoCake® Frame Image. Once your order has been accepted by the bakery you will receive an email with instructions for providing the bakery a photo.

[Place Order](#) [Edit Order](#) | [Cancel Order](#)

Consumer Confirms and Submits Order

[◀ Back](#)[Reset](#)



The Magic of Cakes® Kiosk
[Bakery Information](#)

[1 Explore](#) [2 Customize](#) [3 Order](#)

Your order has been sent!

An email with your order information has been sent to the email you provided.

You will receive a confirmation email when the bakery accepts this order.

Please visit or call the bakery at (615) 367-2355 if you need to change your order.

Your requested pick up date is:
Thursday, June 25 at 08:45 AM

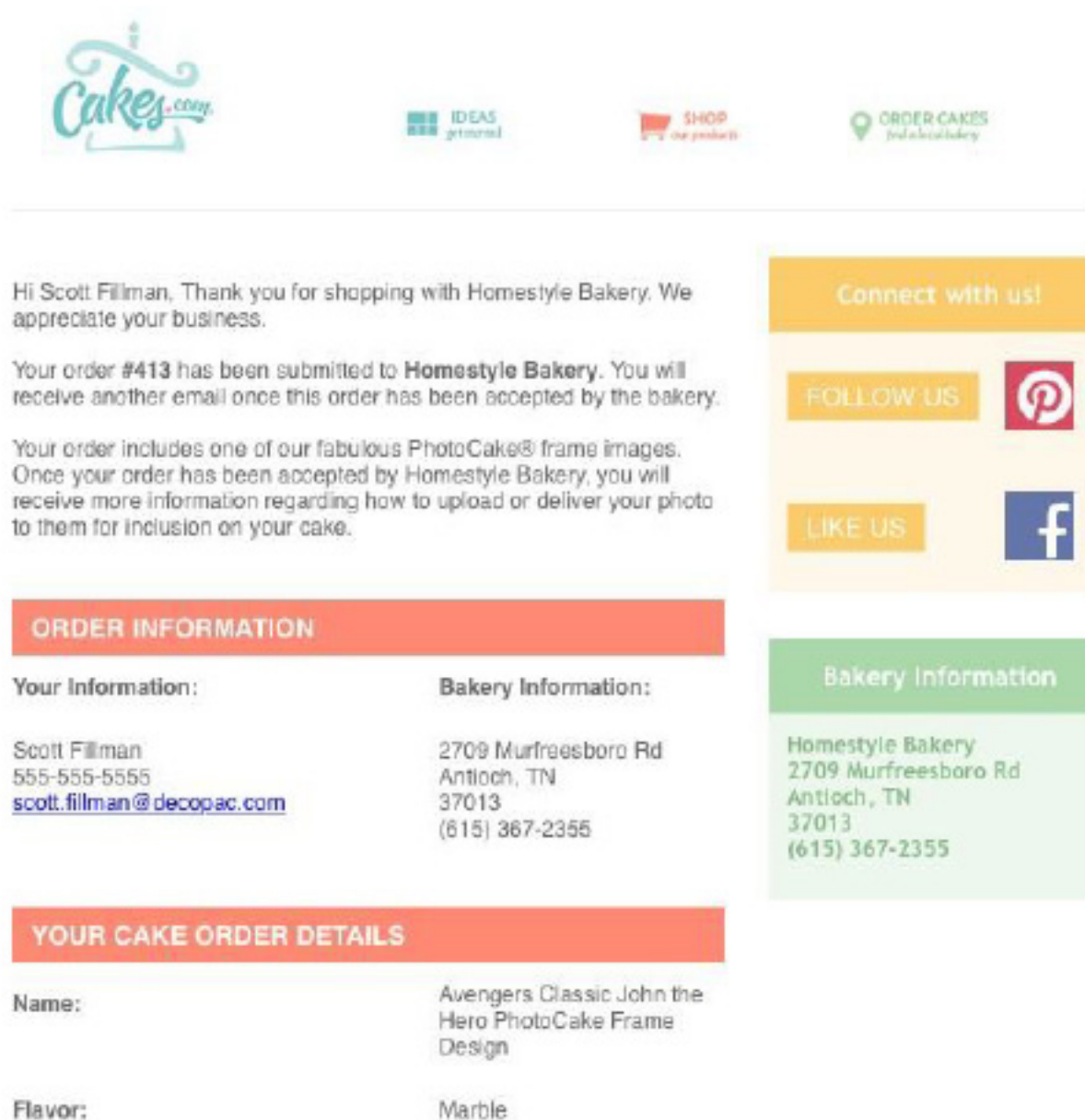
Total due at pick up:
\$29.99
Does not include taxes.

*You have selected a PhotoCake® Frame image. Once your order has been accepted by the bakery you will receive an email with instructions for providing the bakery a photo.

[Return to Home](#)

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Consumer Receives Confirmation Email



The image shows a confirmation email from Homestyle Bakery. At the top, there is a navigation bar with the 'iCakes.com' logo, a 'IDEAS get inspired' button, a 'SHOP our products' button, and an 'ORDER CAKES find a local bakery' button. The main body of the email contains a thank-you message to Scott Fillman, confirmation of order #413, and details about a PhotoCake frame image. To the right, there is a 'Connect with us!' section with 'FOLLOW US' and 'LIKE US' buttons, and social media icons for Pinterest and Facebook. Below the main text is an 'ORDER INFORMATION' section with two columns: 'Your Information' (Scott Fillman, 555-555-5555, scott.fillman@decopac.com) and 'Bakery Information' (2709 Murfreesboro Rd, Antioch, TN 37013, (615) 367-2355). At the bottom is a 'YOUR CAKE ORDER DETAILS' section with 'Name: Avengers Classic John the Hero PhotoCake Frame Design' and 'Flavor: Marble'.

IDEAS get inspired

SHOP our products

ORDER CAKES find a local bakery

Hi Scott Fillman, Thank you for shopping with Homestyle Bakery. We appreciate your business.

Your order #413 has been submitted to **Homestyle Bakery**. You will receive another email once this order has been accepted by the bakery.

Your order includes one of our fabulous PhotoCake® frame images. Once your order has been accepted by Homestyle Bakery, you will receive more information regarding how to upload or deliver your photo to them for inclusion on your cake.

Connect with us!

FOLLOW US

LIKE US

ORDER INFORMATION

| Your Information: | Bakery Information: |
|---|--|
| Scott Fillman 555-555-5555 scott.fillman@decopac.com | 2709 Murfreesboro Rd Antioch, TN 37013 (615) 367-2355 |

Bakery Information

Homestyle Bakery
2709 Murfreesboro Rd
Antioch, TN
37013
(615) 367-2355

YOUR CAKE ORDER DETAILS

| | |
|---------|---|
| Name: | Avengers Classic John the Hero PhotoCake Frame Design |
| Flavor: | Marble |

Bakery Receives Confirmation Email

You Just Received Cakes.com Online Customer Order #413

cakes.dev@gmail.com

Sent: Thursday, June 18, 2015 at 8:18 PM

To: Scott A. Fillman

An order was just submitted to your bakery via your Cakes.com Online Ordering account with DecoPac.

Bakery Information

Homestyle Bakery
2789 Murfreesboro Rd
Antioch, TN 37013
(615) 367-2355

Order Information

Order ID: 413
Product ID: 17387
Cake Name: Avengers Classic John the Hero PhotoCake Frame Design
Photo Cake: Y
Pick-Up Date: 06/25/15 8:45 AM.

This is a PhotoCake Order

Click on the link below to sign in and accept or conditionally accept this order.


<https://demo.cakes.com/account-admin/orders/active>


Thank you,


The Cakes.com Team


Bakeries can then accept, accept conditionally, or cancel the cake order. For PhotoCake custom edible image cake orders, additional steps are required and are outlined on the following pages.

PhotoCake Custom Edible Cake Image Cake Orders – Consumer Email



 IDEAS
get it first

 SHOP
our products

 ORDER CAKES
photo cake bakery

Hi Scott Fillman,

Your Cakes.com custom cake order #413 from Homestyle Bakery has been accepted. Please keep the information below for your reference. It's a great reminder about your confirmed pick-up date and payment amount.


Your order includes a PhotoCake® Frame image. Please click the link below to upload your photo for this cake.

[Upload your image](#)


If you have any questions about your order, please contact the bakery directly. We've provided their contact information below.

Connect with us!

FOLLOW US



LIKE US



Bakery Information

Homestyle Bakery
2709 Murfreesboro Rd
Antioch, TN
37013
(615) 367-2355

UPLOAD PHOTO

ORDER INFORMATION


| | |
|---|--|
| Your Information: | Bakery Information: |
| <p>Scott Fillman 555-555-5555 scott.fillman@decopac.com</p> | <p>2709 Murfreesboro Rd Antioch, TN 37013 (615) 367-2355</p> |

YOUR CAKE ORDER DETAILS

| | |
|-----------------------|---|
| Name: | Avengers Classic John the Hero PhotoCake Frame Design |
| Flavor: | Marble |
| Filling: | Bavarian Cream |
| Icing Flavor: | Buttercream - White |
| Message: | |
| Message Color: | Violet |

After the bakery accepts a cake order with a custom PhotoCake edible cake image, the consumer receives an email with a link to an image upload form.




PhotoCake Custom Edible Cake Image Cake Orders – Image Upload Form



IDEAS
get started

SHOP
our products

ORDER CAKES
find a local bakery

 My Account | 

ORDER CAKES > Birthdays | Characters | Holidays & Occasions | Party Themes | Sports

PhotoCake® Image Upload

Photo

Please upload a photo for your PhotoCake®!
Photo must be at least 200px by 200px

No file chosen

Bakery

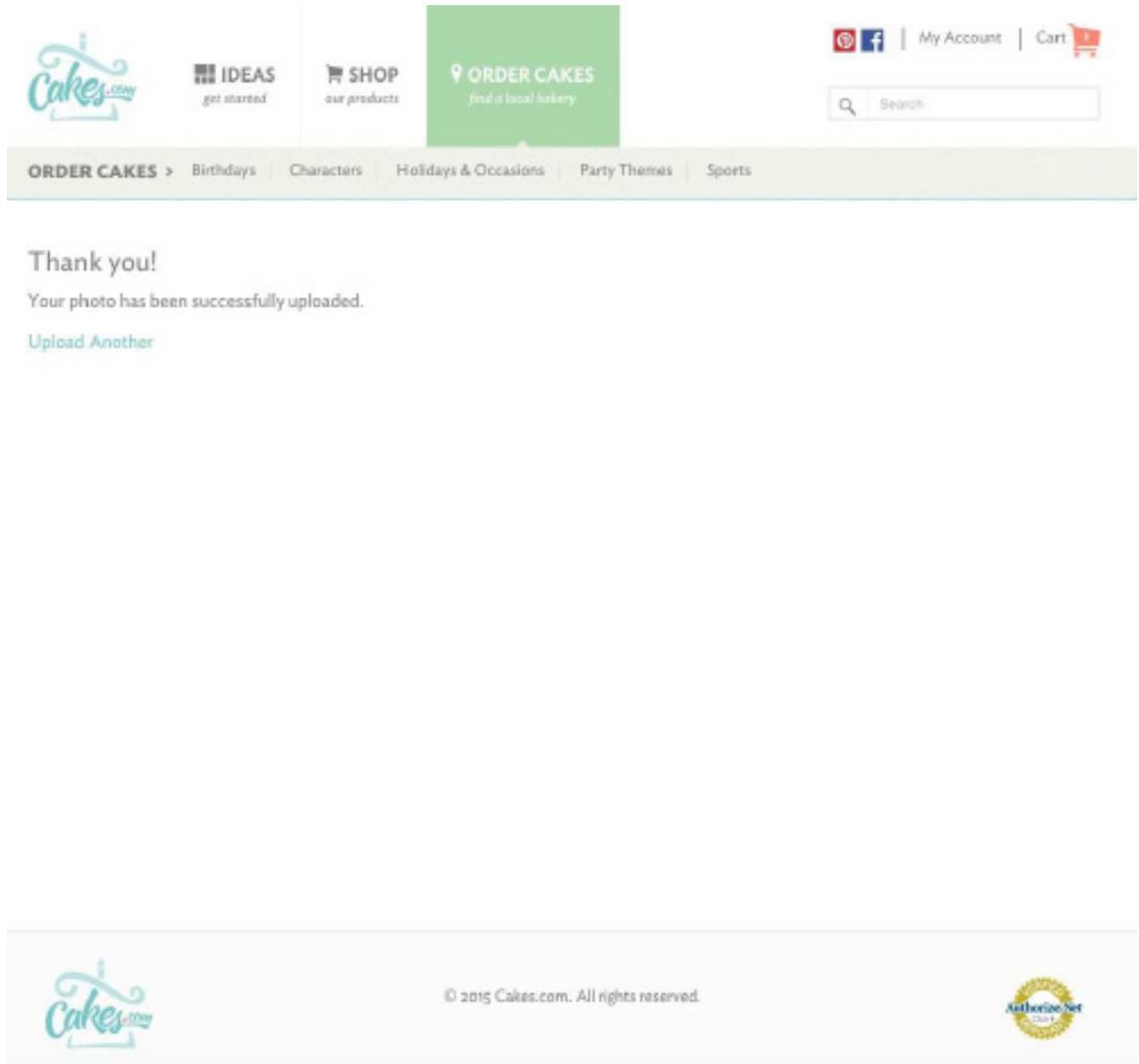
Homestyle Bakery
2709 Murfreesboro Rd
Antioch, TN 37013
(615) 367-2355
Cake #17307

Message

Include a message here for your baker to accompany this uploaded photo.

* This ticket will expire 9 days from now.

PhotoCake Custom Edible Cake Image Cake Orders – Thank You Page



PhotoCake Custom Edible Cake Image Cake Orders – Bakery Receives Uploaded Image

PhotoCake® Upload

[PhotoCake.com](#)

Name: Order Upload (17367)

URL: <http://demo.cakes.com/tdX92M/>

Order: 413

Recipient: "Scott Fillman" <scott.fillman@decogas.com>

Status: Uploaded

Expires: 07/02/2015


Created: 06/18/2015

Description:

Cake #17367

[Re-Send Ticket](#) [Delete](#)

Uploads

| Image | Download Image | Uploaded At | Comment |
|---|-------------------------------------|------------------------------------|---------|
|  | web-insert-copy.png | Mon, 22 Jun 2015 16:27:38 -0500 | |

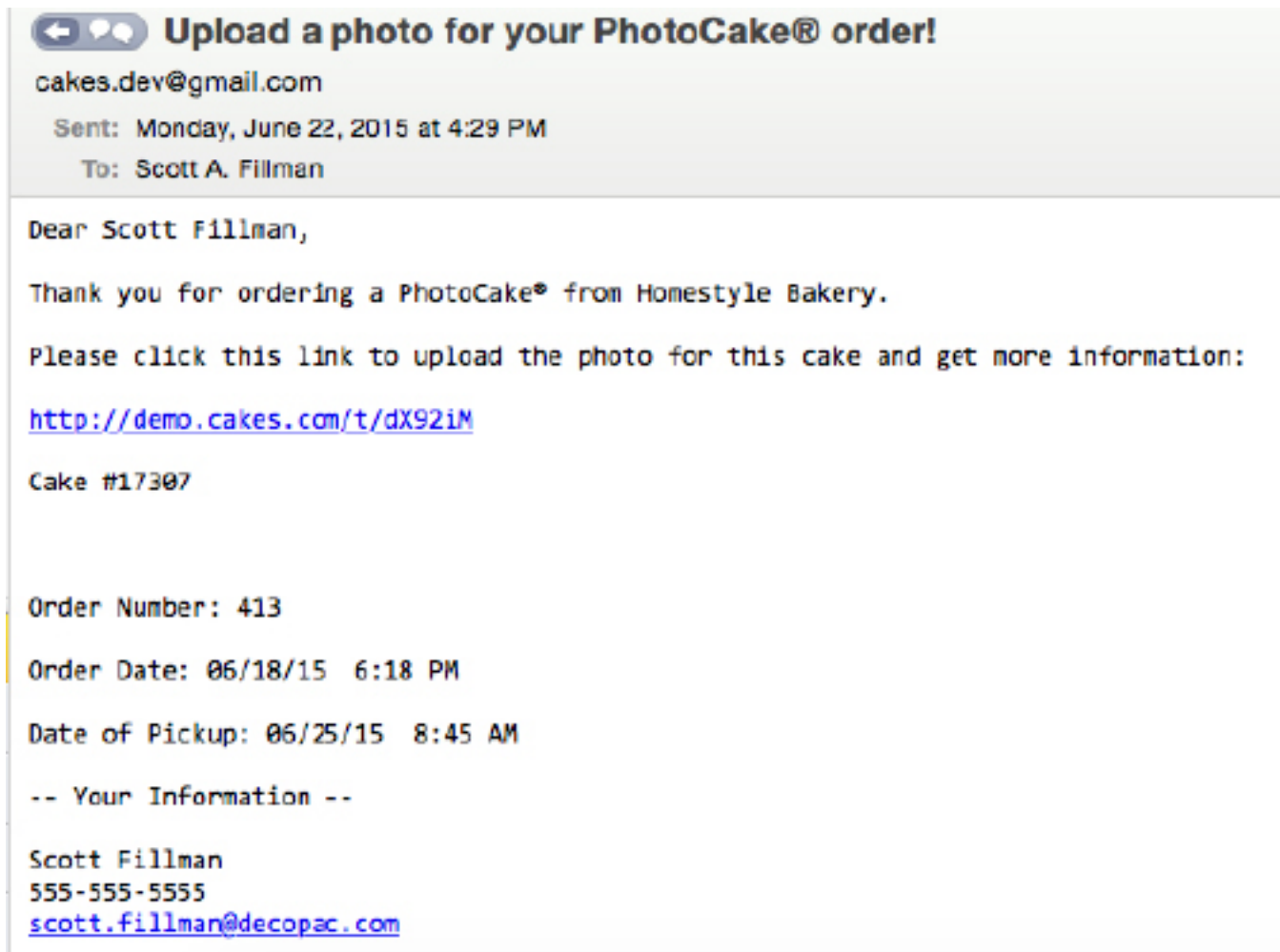
History

June 18, 2015 16:18 - Scott Fillman
Placed a PhotoCake® order

June 22, 2015 16:25 - Bakery User

Bakeries can re-send a ticket to the consumer if the image provided is unusable, inappropriate, or is substandard in terms of image quality.

PhotoCake Custom Edible Cake Image Cake Orders – Email from Bakery Requesting a Different Uploaded Image from Consumer



Once the bakery has a usable image, the PhotoCake system can be used to complete the cake order.