

# Bakery Specialty Products



## Positioning Statement

Photomax™ Bakery Specialty Products are freshly made to bring enjoyment to kids, grandparents, adults, and the whole family. Just send us your pictures and we'll put them on any of our exciting bakery items. You can see your friends, family, and coworkers' faces on just about every goodie imaginable. Whether at the office, home, or family reunion, these fantastic treats bring a smile to everyone's face.

## Product Concept

With Photomax Bakery Specialty Products, you can place your photos onto bakery items such as chocolates, Rice Krispie treats, lollipops and cake frosting. These treats are a great way to share your precious photo memories in a fun and refreshing way.

## Target Audience

These photo products are great for anyone with photos they wish to enjoy in a creative way. Our Bakery Specialty Products make the perfect party favors for birthdays, weddings, and anniversaries. You are bound to leave a lasting impression at parties and social gatherings as you steal the show with these incredible bakery gifts.

## Key Features and Benefits

### Flag Shortbread Cookies

- Great for 4th of July parties. For more detail, see the FAQs.

### Chocolate Photo Pops

- Chocolate Photo Pops are made with delicious milk chocolate and decorated to perfection with your favorite photo. Makes a perfect party favor for birthdays, weddings, and special events. We strongly recommend that in warm regions or summer months, chocolate items be sent overnight or 2nd day air only.

### Chocolate Photo Cards

- Chocolate Photo Cards are made with only the finest milk chocolate. Each is individually packaged in its own gold display box showing your favorite photo. Perfect as a party favor or simply a unique and tasty gift. Cards are available as a single large 10 oz.

or 6 small 1.5oz chocolate photo cards. It is strongly recommended that in summer months, chocolate items be sent overnight or 2nd day air only.

### Photo Frosting

- Now you can add your favorite photos to cakes, brownies, and cup cakes! Your favorite photo is imprinted onto the fun Photo Frosting, which is completely edible. Just lay it on top of the frosting to create a truly unique cake.

### Photo Rice Krispie-on-a-stick

- Everyone loves Rice Krispie™ treats and now each can be personalized with a favorite photo. Not only do they taste great, but they are fun to eat too!

### Photo Rice Krispie Squares

- The same great Rice Krispie treats that you grew up loving, but each is personalized with an edible photo. Our bakers decorate each bar to perfection and then ship it to your home. These squares make fun gifts and taste delicious.

### Sweet Lollipops

- Sweeten your favorite memory by placing it onto a wonderful set of lollipops. You choose the photo or artwork and our bakers will place the images onto old-time favorite lollipop candies. These goodies are guaranteed to satisfy any sweet tooth and make that special impression!

## Product Testimonials

"I had a birthday party for my son. As a party favor we gave each child a lollipop on a stick with a fun picture of my son. It was the hit of the party. And to top it off my son was so excited. Thanks for helping me make his birthday such a special day!"

"I had no idea that I could get a photo on these type of products. I tried the chocolate photo cards for a house warming party. You need to know that those were the talk of the party. Everyone wanted to know where I got them. Just wanted to let you know how pleased I was with the product's look and taste. The milk chocolate was very tasty..."

# Bakery Specialty Products

## Frequently Asked Questions

### Flag Sugar Cookies

#### *What are the ingredients for Flag Sugar Cookies?*

Flag Sugar Cookies are made of butter, eggs, sugar, cake flour, bread flour, vanilla and lemon flavors.

#### *How are Flag Sugar Cookies made?*

Flag Sugar Cookies are baked fresh and decorated to perfection.

#### *How will Flag Sugar Cookies be packaged?*

Flag Sugar Cookies will arrive packaged individually to remain fresh and tied with red, white, and blue tulle.

#### *What is the product size?*

The actual size of Flag Sugar Cookies is 3.5 x 2 inches.

### Chocolate Photo Products

#### *On what occasions can I use Chocolate Photo Pops and Cards?*

Chocolate Photo Pops and Cards are wonderful for birthdays; anniversaries or anytime you want to send a personalized milk chocolate gift. For other special occasions you can also put logos, paintings or other designs on any of our chocolates.

#### *What are the ingredients for Chocolate Photo Products?*

Chocolate Photo Pops and Cards are made of only the finest milk chocolate. They consist of: Sugar, cocoa, vanilla, corn starch, pasteurized egg whites, partially hydrogenated palm kernel oil, silicon dioxide, gum arabic, whey solids, nonfat milk solids, calcium sulfate, soy bean lecithin, citric acid, mono & diglyceride emulsifiers, cream of tartar, natural and artificial colors and flavors.

#### *What shapes and sizes are available for Chocolate Photo Products?*

We offer Chocolate Photos Products in the following shapes & sizes:

1.5 oz. Elegant Photo Chocolate

1.5 oz. Chocolate Photo Card

1.5 oz. Chocolate Photo Pop

10 oz. Chocolate Photo Card

9 oz. Chocolate Photo Wreath for the holiday season (Seasonal)

#### *How will Chocolate Photo Products be packaged?*

Chocolate Photo Pops and Cards will arrive individually packaged for freshness. None of the bakery items should be refrigerated. They are best stored in a cool dry place.

#### *What file format for the photo is accepted?*

We prefer JPEG files because they transmit well over the Internet. Files must have a minimum resolution of 640 by 480 pixels.

What is the actual photo size on the Chocolate Photo Products?

The actual photo size on Chocolate Photo Pops is 3.25 inches in diameter. The actual photo size for Chocolate Photo Cards is 2 x 3.38 inches.

The actual photo size for Elegant Photo Chocolate is 2 x 3 inches.

#### *On what occasions can I use Photo Frosting?*

Photo Frosting can be used for birthday parties, anniversaries, or any celebrations that need a personalized touch.

### Photo Frosting

#### *What are the ingredients for Photo Frosting?*

Photo Frosting is made of cornstarch, corn syrup, microcrystalline cellulose, sugar, water, glycerine, canola oil, polyglycerol, esters of fatty acids, titanium oxide, algin, potassium sorbate, citric acid, sodium bicarbonate.

#### *How is Photo Frosting used?*

Photo Frosting is a great way to personalize any sheet cake. Photo Frosting is placed on top of any frosted sheet cake to personalize it.

#### *How will Photo Frosting be packaged?*

Photo Frosting will arrive in an airtight, sealed plastic bag.

#### *What is the shelf life of Photo Frosting?*

It is good for up to 3 weeks if stored in the plastic it is shipped in. None of the bakery items should be refrigerated. They are best stored in a cool dry place.

#### *On what occasions can I use Photo Rice Krispie Treats?*

Photo Rice Krispie Treats are great as gifts or party favors. Imagine passing out the Treats at your child's birthday party or other fun event. Everyone loves Rice Krispie Treats and now that they are personalized with your favorite photo, they're even better.

### Photo Rice Krispie Treats (Square or On a Stick)

#### *What are the ingredients for Photo Rice Krispie Treats?*

Photo Rice Krispie Treats is made of Kellogg's toasted rice cereal (rice, sugar, salt, high fructose corn syrup, malt flavoring, niacinamide, reduced iron, pyridoxine hydrochloride (vitamin b6), riboflavin (vitamin b2), vitamin A palmitate, thiamin hydrochloride (vitamin b1), folic acid (folate), vitamin D), marshmallow (corn syrup, sugar, gelatin, artificial flavor), fructose, margarine (partially hydrogenated soybean oil, water, natural and artificial butter flavor, diacetyl tartaric acid esters of mono and diglycerides, acetylated monoglycerides, vitamin A palmitate, BHT to preserve quality), invert sugar, corn syrup solids, glycerin, salt, niacinamide, pyridoxine hydrochloride (vitamin b6), riboflavin (vitamin b2), thiamin hydrochloride (vitamin b1).

#### *How are Photo Rice Krispie Treats made?*

Photo Rice Krispie Treats are made like the traditional Rice Krispie Treat, but personalized with your photo.

#### *How will Photo Rice Krispie Treats be packaged?*

Photo Rice Krispie Treats will arrive packaged individually for freshness. None of the bakery items should be refrigerated. They are best stored in a cool dry place.