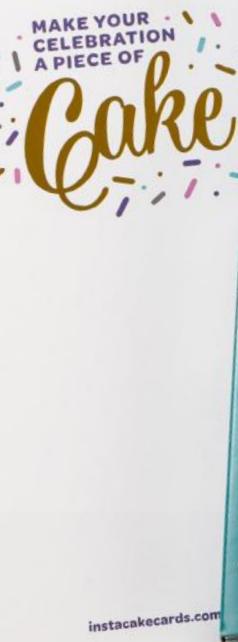




Why just give a card when you  
can give a *cake in a card*?

JUST ADD WATER!

Everything  
you need to  
make a delicious  
celebration cake  
in 1 minute



Share THE Celebration  
#InstaCakeCard

Choose from:  
Cake In A Card  
— Or —  
Cake Kit (no card)

## Terms & Conditions

### GENERAL ORDERING INFORMATION

**Shipping:** All orders are shipped via UPS or similar carrier. The cost of shipping is added to the invoice.

**New accounts:** All new customers' order terms are VISA/MasterCard/American Express. If customer would like to establish credit terms of Net 30 days, please contact [orders@instacakecards.com](mailto:orders@instacakecards.com)

**Internet Policy Sales:** Authorization must be given by InstaCake Cards Head Office to sell on Amazon or any online third party platform/marketplace.

### CONTACT INFORMATION

Customer Service:  
**9:00am to 5:00pm PST**

Email:  
[orders@instacakecards.com](mailto:orders@instacakecards.com)

Phone:  
**+1 250.586.1987**

## Our Story

Bringing this product to the shelves has been a labor of love for founder Sarah Neal. "When we moved from the UK to Canada, I tried sending birthday cakes overseas – tricky to package so that it arrived intact and ridiculously expensive to mail. And a card alone just didn't seem like enough."

But, as a food scientist and avid baker, she wondered: "What if I could send a cake mix with a card? Was that even possible?"

Now with InstaCake Cards, it is! Clever in design, easy to make anywhere with just a few tablespoons of water and a minute in a microwave, this yummy cake in a card is a unique experience that customers love.

"With a regular card, the experience is shared only between the sender and receiver. Now when someone gets an InstaCake Card, they make the cake, blow out the candle and capture the photo-worthy moment to share with family and friends on their social media network – what's more Instagrammable than a cake in a card?"



“Everyone should be able to have a cake on a special occasion no matter where they are.”

Sarah – Owner/Founder

# Made For Sharing The Experience



@InstaCake Cards  
#CelebrateWithCake

# Inside the InstaCake Card

Send greetings with this beautiful card that includes everything you need to make a celebration cake in 1 minute – just add water!

More than just a card, the recipient receives a delicious experience that they can share on social media – great for driving repeat and new sales.

Durable envelope fits through the USPS/Canada Post mail slot for easy shipping



Perfect for birthdays, anniversaries, congratulations, Valentine's Day and just because!

## Inside Every Card:

Durable Envelope for mailing



Fun Card (Ready for a personalized message)



## QUALITY INGREDIENTS

Made in a peanut-free facility in North America



Frosting (Kosher)



Cake Mix (Kosher)



Patented Baking Case (Microwave, oven and airfryer safe)



Water Measuring Spoon



Mixing & Eating Spoons



Cake Topper



Sprinkles



Candle

ORDER YOUR  
InstaCake Cards

“HAPPY BIRTHDAY”  
CARD – TEAL



“HAPPY BIRTHDAY”  
CARD – PINK



“LET’S CELEBRATE”  
CARD – GOLD



FLAVOR OPTIONS

**VANILLA CONFETTI**

Item# 04.CW.CCD.TEA.VN.V2.5PK  
UPC 183854000966



**DOUBLE CHOCOLATE**

Item# 04.CW.CCD.TEA.CH.V2.5PK  
UPC 183854000959



**ZESTY LEMON**

Item# 04.CW.CCD.TEA.LM.V2.5PK  
UPC 183854000973



**VANILLA CONFETTI**

Item# 04.CW.CCD.PNK.VN.V2.5PK  
UPC 183854000942



**DOUBLE CHOCOLATE**

Item# 04.CW.CCD.PNK.CH.V2.5PK  
UPC 183854000928



**ZESTY LEMON**

Item# 04.CW.CCD.PNK.LM.V2.5PK  
UPC 183854000935



**VANILLA CONFETTI**

Item# 04.CW.CCD.CLB.VN.V2.5PK  
UPC 183854001000



**DOUBLE CHOCOLATE**

Item# 04.CW.CCD.CLB.CH.V2.5PK  
UPC 183854000980



**ZESTY LEMON**

Item# 04.CW.CCD.CLB.LM.V2.5PK  
UPC 183854000997



“The most delicious card yet! Anna”

ALL CARDS\*: \$8.50 EACH • MOQ: 5 = \$42.50 per case of 5 • Minimum Opening Order: 30 Units  
Minimum Re-Order: 20 Units

ORDER YOUR  
InstaCake Cards

**"CONGRATS"  
CARD - GOLD**



**"JUST BECAUSE"  
CARD**



**FLAVOR OPTIONS**

**VANILLA CONFETTI**

Item# 04.CW.CCD.CG.VN.5PK  
UPC 183854000720



**DOUBLE CHOCOLATE**

Item# 04.CW.CCD.CG.CH.5PK  
UPC 183854000706



**ZESTY LEMON**

Item# 04.CW.CCD.CG.LM.5PK  
UPC 183854000713



**VANILLA CONFETTI**

Item# 04.CW.CCD.JB.VN.5PK  
UPC 183854000805



**DOUBLE CHOCOLATE**

Item# 04.CW.CCD.JB.CH.5PK  
UPC 183854000799



**ZESTY LEMON**

Item# 04.CW.CCD.JB.LM.5PK  
UPC 183854000812



**ALL CARDS\***: \$8.50 EACH • MOQ: 5 = \$42.50 per case of 5 • Minimum Opening Order: 30 Units  
Minimum Re-Order: 20 Units

•---•---•---•---•---•---•---•

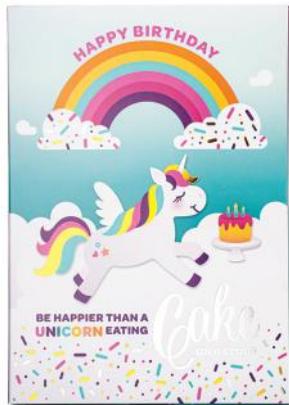
**ORDER YOUR  
InstaCake Cards**

•---•---•---•---•---•---•

**"YOU'RE SO SWEET"  
CARD**



**"HAPPY BIRTHDAY"  
UNICORN CARD**



**"HAPPY BIRTHDAY"  
OUT OF THIS WORLD**



**FLAVOR OPTIONS**

**RED VELVET**

Item# 04.CW.CCD.YSS.VN.5PK  
UPC 183854000850



**VANILLA CONFETTI**

Item# 04.CW.CCD.UCN.5PK  
UPC 183854000874



**STAR SPRINKLES VANILLA**

Item# 04.CW.CCD.AL.VN.5PK  
UPC 183854011184



Red Velvet  
Cake & Vanilla  
Frosting With  
Heart-Shaped  
Sprinkles

**ALL CARDS\*: \$8.50 EACH • MOQ: 5 = \$42.50 per case of 5 • Minimum Opening Order: 30 Units  
Minimum Re-Order: 20 Units**

ORDER YOUR  
InstaCake Cake Holiday Kits and Cards

"HOT CHOCOLATE BROWNIE"  
CAKE KIT



GLUTEN FREE  
HOT CHOCOLATE BROWNIE  
WITH PEPPERMINT FROSTING

Item# SR.GF.CKT.HCH  
UPC 183854000799



VANILLA  
CONFETTI  
CAKE KIT



VANILLA CAKE WITH  
CANDY CANE SPRINKLES

Item# SR.CW.CKT.HH  
UPC 183854000539



"HOT CHOCOLATE BROWNIE"  
CAKE KIT



HOT CHOCOLATE BROWNIE  
WITH CHOCOLATE FROSTING

Item# SR.CW.CKT.CH.CH  
UPC 183854000751



"HOT CHOCOLATE BROWNIE"  
CAKE KIT



HOT CHOCOLATE BROWNIE  
WITH MARSHMALLOW FROSTING

Item# SR.CW.CKT.HCH  
UPC 183854000140



"PENGUIN"  
HOLIDAY CARD



GLUTEN FREE BROWNIE WITH  
MARSHMALLOW FROSTING

Item# SR.CW.CCD.PENGUIN  
UPC 183854000782



"SNOWMAN"  
HOLIDAY CARD



VANILLA CAKE WITH  
CANDY CANE SPRINKLES

Item# SR.CW.CCD.HH  
UPC 183854000065



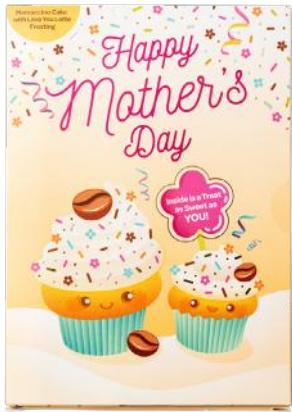
ALL CARDS\*: \$8.50 EACH • MOQ: 5 = \$42.50 per case of 5 • Minimum Opening Order: 30 Units  
ALL CAKE KITS: \$5.75 EACH • MOQ: 10 = \$57.50 per case of 10 • Minimum Opening Order: 30 Units  
Minimum Re-Order: 20 Units



## ORDER YOUR InstaCake Cake Mother's Day Cards



### "HAPPY MOTHER'S DAY" CARD



#### MAMACCINO

Item# SR.CW.CCD.MDAY.CCNO  
UPC 183854000256



1 83854 00025 6

### "HAPPY MOTHER'S DAY" CARD



#### SWEET LEMON

Item# SR.CW.CCD.MDAY.LMRSP  
UPC 183854000508



1 83854 00026 3

### "HAPPY MOTHER'S DAY" CAKE KIT

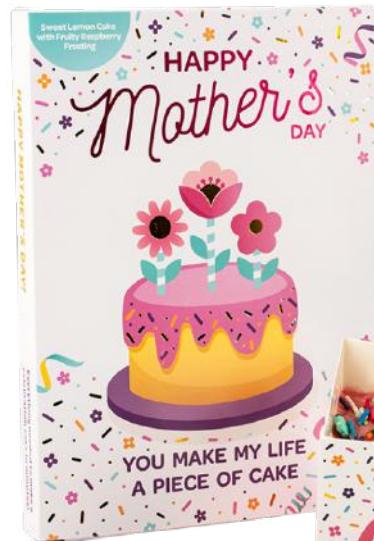


#### MAMACCINO

Item# SR.CW.CKT.CCNO  
UPC 183854000041



1 83854 00004 1



**ALL CARDS\*: \$8.50 EACH • MOQ: 5 = \$42.50 per case of 5 • Minimum Opening Order: 30 Units**

**ALL CAKE KITS: \$5.75 EACH • MOQ: 10 = \$57.50 per case of 10 • Minimum Opening Order: 30 Units**

**Minimum Re-Order: 20 Units**

# Celebration Cake Kits

WANT THE CAKE WITHOUT THE CARD?

You'll love our Celebration Cake Kits! Enjoy the same delicious cake and celebrate any occasion or use as a party favor!



QUALITY INGREDIENTS

Made in a peanut-free facility in North America

Inside  
Every Kit:



Frosting  
(Kosher)



Cake Mix  
(Kosher)



Patented Baking Case  
(Microwave, oven and  
airfryer safe)



Water  
Measuring  
Spoon



Mixing &  
Eating  
Spoons



Cake  
Topper



Sprinkles



Candle

ORDER YOUR  
InstaCake Cake Kits

VANILLA  
CONFETTI  
CAKE KIT



DOUBLE  
CHOCOLATE  
CAKE KIT



ZESTY  
LEMON  
CAKE KIT



NEW  
DESIGNS  
CLEARLY  
SHOWS THE  
FLAVOR

NEW  
DESIGNS  
CLEARLY  
SHOWS THE  
FLAVOR

VANILLA CONFETTI

Item# 04.CW.CKT.VN.5PK  
UPC 183854011047



DOUBLE CHOCOLATE

Item# 04.CW.CKT.CH.5PK  
UPC 183854011054



ZESTY LEMON

Item# 04.CW.CKT.LM.5PK  
UPC 183854011061



BEST FRIENDS  
CAKE KIT



PET  
FRIENDLY  
& VEGAN

IN  
PARTNERSHIP  
WITH  
BEST  
FRIENDS  
ANIMAL  
SOCIETY

VEGAN VANILLA

Item# 04.CW.CKT.BF.5PK  
UPC 183854011078



“Great value and fun for gifting! ”  
“Quickly became a customer favorite!” Wendy

ALL CAKE KITS: \$5.75 EACH • MOQ: 10 = \$57.50 per case of 10  
Minimum Opening Order: 30 Units • Minimum Re-Order: 20 Units

# Merchandising Made Easy

We make it easy to merchandise with  
beautiful floor or counter displays!

Can Be Split Into Two Counter Displays

**COUNTER DISPLAY - TEAL**  
\$12.00  
Item# 04.NA.STD.DSPLY.CNTR.TL  
UPC 183854001161

**COUNTER DISPLAY - PINK**  
\$12.00  
Item# 04.NA.STD.DSPLY.CNTR.P  
UPC 183854001154

**COUNTER DISPLAY - BEST FRIENDS**  
\$12.00  
Item# 04.NA.STD.DSPLY.CNTR.BF  
UPC 183854001246

**BEST FRIENDS FLOOR DISPLAY**  
\$28.00  
Item# 04.NA.STD.DSPLY.POP.BF  
UPC 183854001253

ALL CARDS\*: \$8.50 EACH • MOQ: 5 = \$42.50 per case of 5 • Minimum Opening Order: 30 Units  
 ALL CAKE KITS: \$5.75 EACH • MOQ: 10 = \$57.50 per case of 10 • Minimum Opening Order: 30 Units  
 Minimum Re-Order: 20 Units



ORDER YOUR  
Retail Packages



# Merchandising Made Easy

Perfect  
For  
Promotional  
Use!

## NEW! SAMPLES TASTING KIT

**\$15.00**

Item# 03.CW.TASTER  
UPC 183854001192

### Instore Tasting Packs (12 samples)

5 Vanilla | 5 Chocolate | 2 Vegan  
12 x Pre-made Baking Kits  
1 x How to make instructions



1 83854 00119 2



## FAUX CAKE COUNTER DISPLAY

**\$15.00**

Item# 04.NA.STD.DSPLY.CAKE  
UPC 183854000911



1 83854 00091 1

1x Floor Or  
2x Counter  
Displays  
Included

## RETAIL READY #1

**\$350.00**

Item# 04.DSPY.ENCH.1  
UPC 183854011092

**48 x Cake Kits & Cards:** 24 Cake Kits (10 Vanilla, 10 Chocolate, 4 Lemon) and 24 Cards (4 Let's Celebrate - Vanilla, 5 Happy Birthday Teal - Vanilla, 5 Happy Birthday Pink - Chocolate, 5 Unicorn Birthday, 5 Alien Birthday).



1 83854 01109 2

## RETAIL READY #2

**\$420.00**

Item# 04.DSPY.ENCH.2  
UPC 183854011108

**48 x Cards:** 10 Birthday Teal (5 Vanilla, 5 Chocolate) 10 Birthday Pink (5 Vanilla, 5 Chocolate) 4 Just Because (2 Vanilla, 2 Chocolate) 4 Congrats (2 Vanilla, 2 Chocolate) 10 Let's Celebrate (5 Vanilla, 5 Chocolate), 5 Unicorn Birthday, 5 Alien Birthday.



1 83854 01110 8

## RETAIL READY #3

**\$290.00**

Item# 04.DSPY.ENCH.3  
UPC 183854011115

**48 x Cake Kits:** 20 Vanilla, 20 Chocolate, 8 Lemon



1 83854 01111 5

ALL CARDS\*: \$8.50 EACH • MOQ: 5 = \$42.50 per case of 5 • Minimum Opening Order: 30 Units  
ALL CAKE KITS: \$5.75 EACH • MOQ: 10 = \$57.50 per case of 10 • Minimum Opening Order: 30 Units  
Minimum Re-Order: 20 Units

ORDER YOUR  
InstaCake Displays

# Merchandising Made Easy

We make it easy to merchandise with  
beautiful floor or counter displays!

1x Floor Or  
2x Counter  
Displays  
Included



ALL CARDS\*: \$8.50 EACH • MOQ: 5 = \$42.50 per case of 5 • Minimum Opening Order: 30 Units  
ALL CAKE KITS: \$5.75 EACH • MOQ: 10 = \$57.50 per case of 10 • Minimum Opening Order: 30 Units  
Minimum Re-Order: 20 Units

## MOTHERS DAY RETAIL READY # 1

\$350.00

Item# 04.DSPY.ENCH.1  
UPC 183854011092

**48 x Cake Kits & Cards:** 12 Sweet Lemon Raspberry cards, 12 Mamacino cards, 24 Mamacino kits + Mothers Day POP display



## MOTHERS DAY RETAIL READY # 2

\$420.00

Item# 04.DSPY.ENCH.2  
UPC 183854011108

**48 x Cards:** 24 Sweet Lemon Raspberry cards, 24 Mamacino cards + Mothers Day POP display



## MOTHERS DAY RETAIL READY # 3

\$290.00

Item# 04.DSPY.ENCH.3  
UPC 183854011115

**48 x Cake Kits:** 48 Mamacino Kits + Mothers Day POP display



ORDER YOUR  
InstaCake Displays

# Merchandising Made Easy

We make it easy to merchandise with beautiful floor or counter displays!

1x Floor Or  
2x Counter  
Displays  
Included

Can Be  
Split Into  
Two Counter  
Displays



## HOLIDAY RETAIL READY #1

\$350.00

Item# 04.DSPY.ENCH.1

UPC 183854011092

**48 x Cake Kits & Cards:** 112 Holiday Penguin Cards, 12 Holiday Snowman Cards, 6 candy cane confetti kits, 6 hot chocolate with marshmallow frosting kits, 6 hot chocolate with chocolate frosting, 6 gf hot chocolate with peppermint frosting kits + Holiday POP display



## HOLIDAY RETAIL READY #2

\$420.00

Item# 04.DSPY.ENCH.2

UPC 183854011108

**48 x Cards:** 24 holiday penguin cards, 24 holiday snowman cards, + holiday POP display



## HOLIDAY RETAIL READY #3

\$290.00

Item# 04.DSPY.ENCH.3

UPC 183854011115

**48 x Cake Kits:** 12 candy cane confetti kits, 12 hot chocolate with marshmallow frosting kits, 12 hot chocolate with chocolate frosting, 12 gf hot chocolate with peppermint frosting kits + Holiday POP display



ALL CARDS\*: \$8.50 EACH • MOQ: 5 = \$42.50 per case of 5 • Minimum Opening Order: 30 Units  
ALL CAKE KITS: \$5.75 EACH • MOQ: 10 = \$57.50 per case of 10 • Minimum Opening Order: 30 Units  
Minimum Re-Order: 20 Units

# Product Information

## **How long do they last?**

Our kits & cards all have a 12 month shelf life.

## **My customer doesn't have a microwave, can they still bake the cake?**

Our patented pop-up baking case is oven safe, so the short answer is Yes! Although the recipe is designed with microwave baking in mind so typically when our cakes are baked in the oven or air fryer they do not rise quite as well as when baked following our directions in the microwave.

## **What ingredients are used to make your product?**

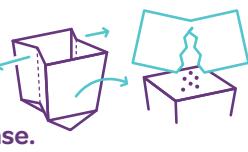
Our products are proudly made in a **PEANUT FREE FACILITY**. We strive to provide our customers with the best ingredients possible, sourced within North America. Please see the back of your item for specific ingredient information.

## **What is the difference between the card and the kit?**

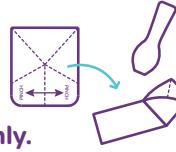
Each card comes with everything they need to bake a delicious cake, packed inside of a traditional birthday / celebratory card. Each card comes with a matching envelope, that does fit through the mail slot for easy shipping. Our Celebration Cake Kits are everything needed to bake a delicious cake inside a kit perfect for gifting, party favors, stocking stuffers and more!

## How to Make Your Cake

**1** Pop open baking case and empty contents of cake mix into baking case.



**2** Fold water measure, fill measure with water and deposit water into baking case 4 times. Mix thoroughly.



**3** Bake in microwave on high for 60 seconds.



**4** Allow to fully cool. Tear open frosting pouch, apply frosting and spread evenly.



**5** Decorate with sprinkles, candle and cake topper.




**6** Enjoy and share.



# Retailer's Order Form

## BILLING INFORMATION

Date: \_\_\_\_\_

PO#: \_\_\_\_\_

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Billing Address: \_\_\_\_\_  
\_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

New Customer?  Yes  No

## WHERE TO SHIP YOUR ORDER

ATTN: \_\_\_\_\_

Shipping Address: \_\_\_\_\_  
\_\_\_\_\_

## PAYMENT INFORMATION

Name on Card: \_\_\_\_\_

Card Type: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiry: \_\_\_\_\_ CVV #: \_\_\_\_\_

Signature: \_\_\_\_\_

### PRICING

**\$8.50/card**  
(MSRP \$14.95)  
**\$5.75/kit**  
(MSRP \$10.95)

Order Minimum: 30 units		
ITEM NUMBER	# OF CASES	PRICE
<b>* RETAIL READY #1</b> Item# 04.DSPY.ENCH.1 UPC 183854011092		
<b>48 x Cake Kits &amp; Cards:</b> 24 Cake Kits (10 Vanilla, 10 Chocolate, 4 Lemon) and 24 Cards (5 Let's Celebrate - Vanilla, 5 Happy B-Day Teal - Vanilla, 5 Happy B-Day Pink - Chocolate, 5 Just Because - Chocolate, 4 Congrats - Vanilla).		<b>\$350.00</b>
<b>* RETAIL READY #2</b> Item# 04.DSPY.ENCH.2 UPC 183854011108		
<b>48 x Cards:</b> 10 Happy B-Day Teal (5 Vanilla, 5 Chocolate), 10 Happy B-Day Pink (5 Vanilla, 5 Chocolate), 4 Just Because (2 Vanilla, 2 Chocolate), 4 Congrats (2 Vanilla, 2 Chocolate), 15 Let's Celebrate (10 Vanilla, 5 Chocolate), 5 Unicorn.		<b>\$420.00</b>
<b>* RETAIL READY #3</b> Item# 04.DSPY.ENCH.3 UPC 183854011115		<b>\$290.00</b>
<b>48 x Cake Kits:</b> 20 Vanilla, 20 Chocolate, 8 Lemon		
<b>TOTALS</b>		

Interested in larger orders? Let's Talk!