



# PRODUCT GUIDE

2021

702 Washington Avenue  
Brooklyn, NY 11238

**PHONE** 347-787-7199

**WEB** [www.bcakeny.com](http://www.bcakeny.com)

**E-MAIL** [info@bcakeny.com](mailto:info@bcakeny.com)

**SOCIAL** [@bcakeny](https://www.instagram.com/bcakeny)

# WHO WE ARE



*DARA ROACH, CEO; MIRIAM MILORD, FOUNDER & CREATIVE DIRECTOR*

BCakeNY is a custom cake studio dedicated to creating specialty desserts for every occasion. Our mission is to transfer your vision into extraordinary confectionary delights!

For over 12 years, our team of bakery artisans have created bespoke treats for A-list celebrities, Fortune 500 brands, and neighbors of all ages and vocations.

No matter your need, your product, your service - BCakeNY has a sweet solution.

*Anything can BCake!*



# Treats for any occasion.

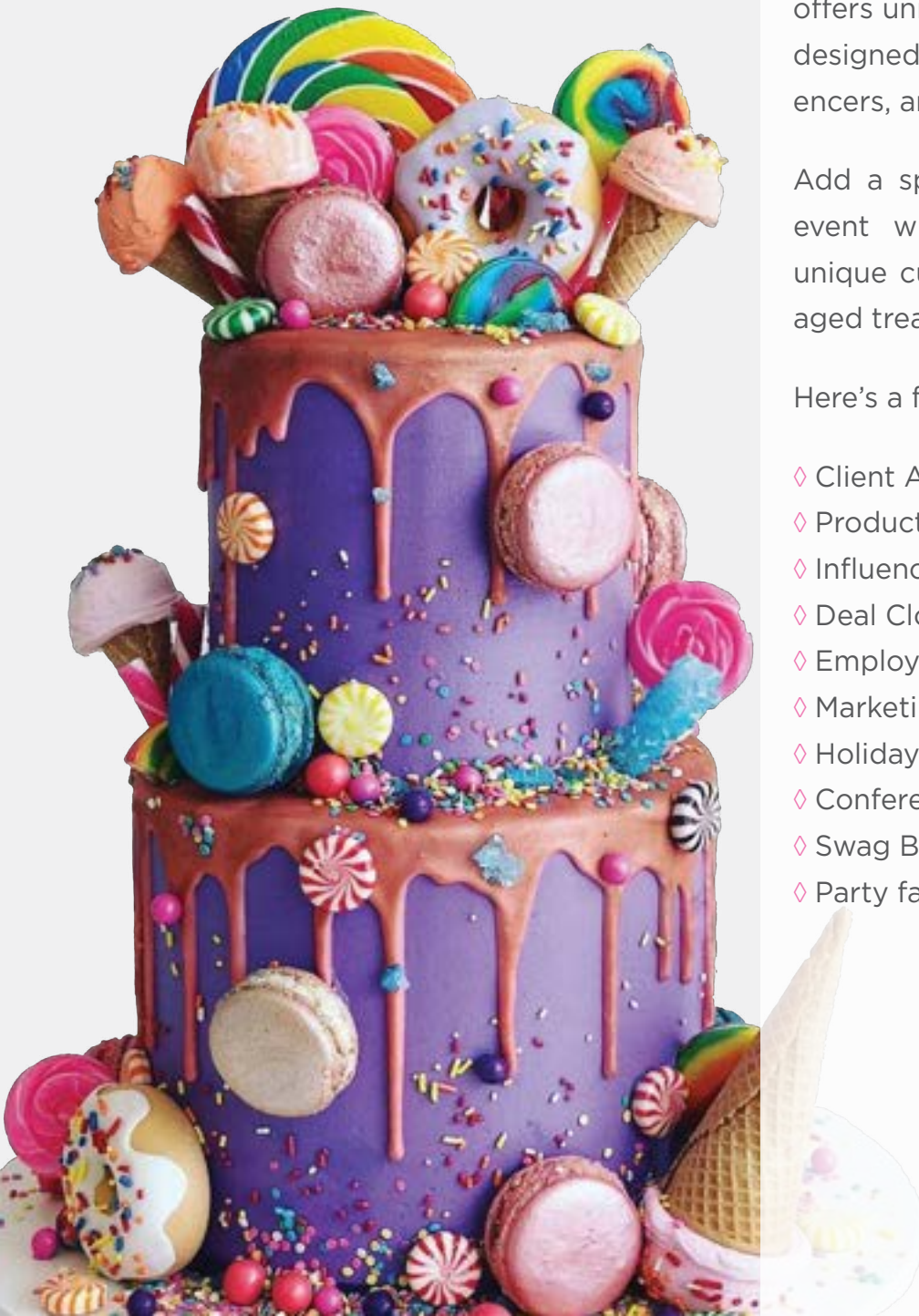
The integrity of our brand depends on representing your brand with confectionery perfection. It is this dedication that has made us one of the top custom cake studios in the country. BCakeNY offers unique branding opportunities all designed to wow clients, inspire influencers, and celebrate team members.

Add a special touch to your business event with a BCakeNY Gift Basket, unique custom cake, or branded packaged treat.

Here's a few reasons to get a BCake!

- ◇ Client Appreciation Gifts
- ◇ Product Launch
- ◇ Influencer Gifts
- ◇ Deal Closing
- ◇ Employee Appreciation
- ◇ Marketing Events
- ◇ Holiday Goodies
- ◇ Conferences
- ◇ Swag Bag
- ◇ Party favors

*Emore!*



# CORPORATE WORK

WHATEVER YOUR NEED, YOUR PRODUCT, YOUR SERVICE - BKAKENY HAS A SWEET SOLUTION.



TUMS



NIKON



1ST DIBS



GILLETTE



ZARA





OLE HENRIKSEN

You're Our #SkinCrush!



MTV



SNAPCHAT

# PRODUCT LAUNCH

INTRODUCE YOUR PRODUCT TO THE WORLD WITH A SHOWSTOPPING CREATION FROM BCKAKENY!



DOVE



MOROCCANOIL



BREAD





PELTON



BOSSLIFE REALTY

# Our Clientele

- ◇ Coyne PR
- ◇ Berlin Packaging
- ◇ MTV/Viacom
- ◇ Columbia University
- ◇ Apple Stores
- ◇ Shadow PR
- ◇ Edelman Firm
- ◇ Kanvas Brands
- ◇ Ross Stores
- ◇ Silicone Valley Bank
- ◇ ABC Network
- ◇ Republic Records
- ◇ ASHP
- ◇ SuperFlyX
- ◇ Cravath, Swaine & Moore LLP
- ◇ Fragomen LLP
- ◇ Kokomo NYC
- ◇ BET
- ◇ Marina Maher Communications
- ◇ Roc Nation
- ◇ Sony Music
- ◇ Republic Records
- ◇ SuperflyX
- ◇ Brooklyn Nets
- ◇ Levy Restaurants
- ◇ MWW Agency
- ◇ Essence Magazine
- ◇ Bold PR
- ◇ Pernod Ricard USA
- ◇ US Army
- ◇ Kendo Brands
- ◇ Mindy Weiss Party Consultants
- ◇ Jet Blue
- ◇ Adidas
- ◇ Starz
- ◇ Peloton
- ◇ Remy Martin & Co
- ◇ NYC Live Media
- ◇ Debmar-Mercury
- ◇ Nickelodeon
- ◇ Slime Museum
- ◇ JPO Concepts
- ◇ Williams-Sonoma
- ◇ Big Fish Entertainment
- ◇ Elle Audrey Wedding Planning
- ◇ Flying Television Agency
- ◇ Stacey Mindich Productions
- ◇ Here Productions/Amazon Studios
- ◇ PwC

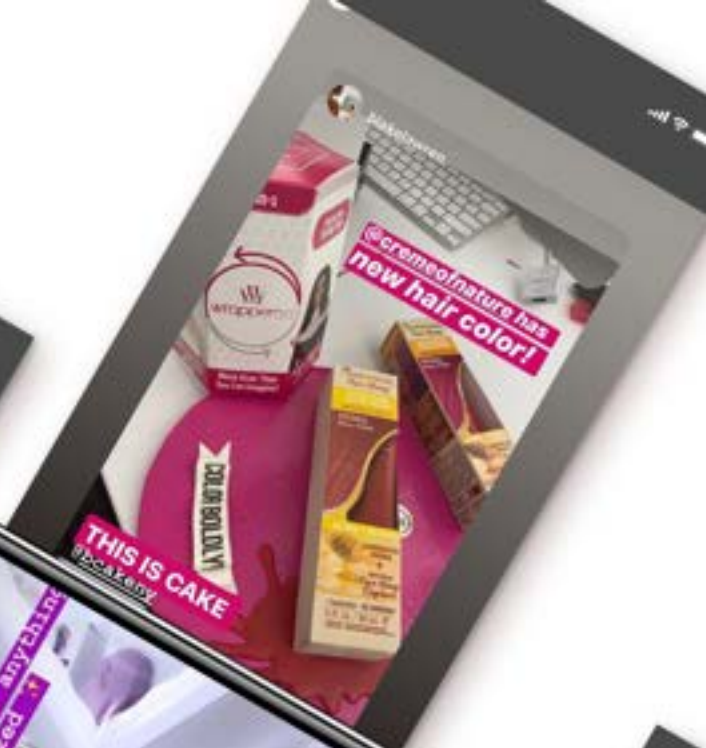
# INFLUENCER PRESS

TAKE THE INTERNET BY STORM WITH A ONE-OF-A-KIND MARKETING MOMENT!



*Go viral!*







# CELEBRITY WORK

STAR POWER LOVES BCAKE! WE ARE THE PREMIERE CUSTOM CAKE STUDIO FOR HIGH PROFILE CLIENTS.



JAY-Z



JENNIFER HUDSON



CARDI-B



ALICIA KEYS





VERA WANG



KELLY RIPA



MIGOS



BRUNO MARS

# HOLIDAY

*CELEBRATE THE HOLIDAYS WITH A BCAKE TREAT!*



## **WINTER HOLIDAYS**

It's the most wonderful time of the year! Celebrate the winter holidays with specialized cakes, cake jar sets, and more.





### **VALENTINE'S DAY**

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Love's not cancelled! Show a loved one you're thinking of them with our assorted sweet treats.



### **BLACK HISTORY MONTH & JUNETEENTH**

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Our Black History Month and Juneteenth special includes a complimentary educational booklet highlighting the lives of twelve incredible African Americans.



# GIFT BOX

*NO MATTER THE OCCASION, SHOW YOUR APPRECIATION WITH A BAKE GIFT BOX!*





## **CAKE JAR GIFT BOXES**

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Choose from one, two, or four packs of our delicious cake jars in any flavor combination.



## **THE BKAENY COOKIE COLLECTION**

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An assortment of our freshly baked signature cookies & brownies. Comes in a set of 6 or 12 cookie tins.



*Holidays*

## **THE BKAENY "MOST POPULAR"**

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Sample our most popular flavors! Each set comes with four 8oz jars of our vanilla, chocolate, strawberry, and red velvet flavors.



## **BOOZY JAR COLLECTION\***

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These guys can pack a punch! Try three 8oz jars of our most popular liquor infusions, containing Hennessy, Bailey's, and coconut rum.

## **THE NOTABLES**

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A set of our in-house classics! Includes four 8oz jars of our vanilla, chocolate, strawberry, and red velvet flavors.

## **THE VELVETS**

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Rich yet light on the tongue - the velvets are here! Each box comes with four 8oz jars containing our red velvet, blue velvet, candied yam, and carrot flavors.

## **THE WORKS**

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An assortment of our freshly baked signature cookies, along with three 8oz cake jars of our baker's choice.

*\*CONTAINS ALCOHOL*

# CUSTOM BRANDING



## CUSTOM BRANDING

Our in-house graphic team can create one-of-a-kind packaging design unique to your company. Customization is available for cake jars, cookies, and cupcakes, as well as custom notes, thank you cards, and more.





# Flavors

## Traditional

- ◇ Vanilla cake & Vanilla buttercream\*
- ◇ Chocolate cake & chocolate buttercream\*
- ◇ Strawberry cake & strawberry buttercream
- ◇ Lemon cake & lemon buttercream
- ◇ Coconut cake & coconut buttercream
- ◇ Red velvet cake & cream cheese buttercream

## Liquor-infusions

- ◇ Hennessy Cake & Hennessy buttercream
- ◇ Bailey's cake & Bailey's buttercream
- ◇ Patron cake & Patron buttercream
- ◇ Pina Colada Cake & Pineapple-Rum buttercream
- ◇ Red Berry Ciroc cake & Red Berry Ciroc buttercream
- ◇ Wray and Nephew cake & Wray and Nephew passionfruit buttercream

## Seasonal

- ◇ Blue Velvet cake & cream cheese buttercream
- ◇ Candied Yam cake & marshmallow meringue
- ◇ Pumpkin Spice cake & cream cheese buttercream
- ◇ Carrot cake & cream cheese buttercream

## Cookies

- ◇ Chocolate chip with sea salt
- ◇ Red velvet with white chocolate chips
- ◇ Nutella-stuffed with chocolate drizzle
- ◇ Oreo-stuffed with white chocolate chips
- ◇ Traditional sugar

\*VEGAN & GLUTEN-FREE OPTIONS AVAILABLE UPON REQUEST.

# FAQ

## FREQUENTLY ASKED QUESTIONS

### What else can BCake do for me?

BCakeNY is available for **INFLUENCER PARTNERSHIPS** and **BRAND COLLABORATIONS**. We offer virtual and in person team-building decorating classes. We also work with local restaurants to create one of a kind desserts for their menus.

### Can I create my own gift box?

Yes! Feel free to mix & match flavors, and design the best gift box for your company.

### Do you have any A La Carte options?

Yes! Whether it's 500 or 5,000 or 20,000, we offer bulk pricing and options for individual packaging.

### Dietary Restrictions?

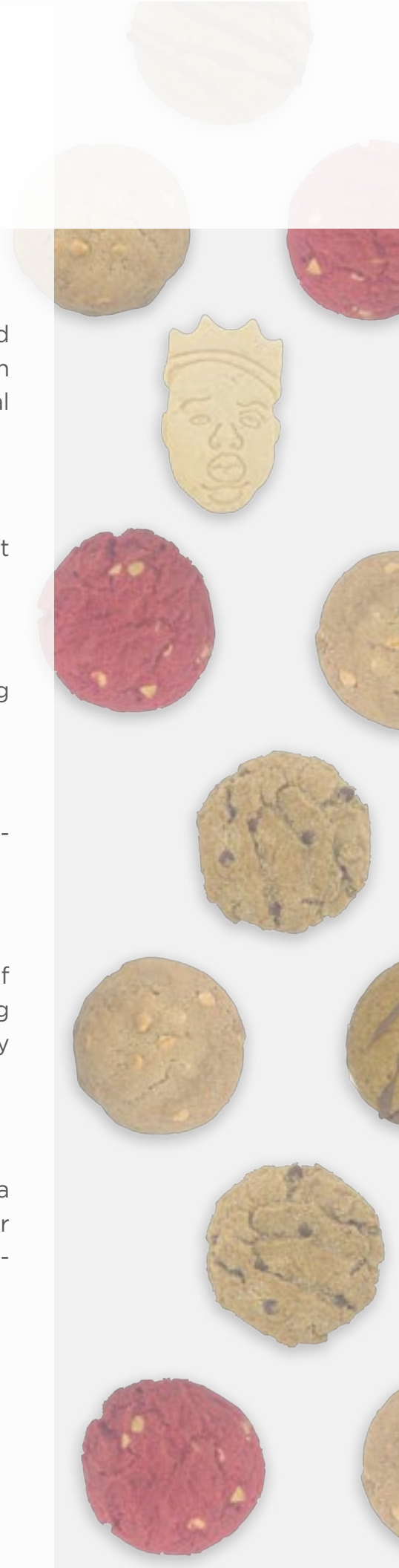
We are not a nut-free facility. We are able to accomodate veg-an and gluten-free requests at an additional cost.

### Do you offer delivery and shipping?

BCakeNY is fully equipped to nationally ship large quantities of goodies, complete with gift wrapping and insulated shipping boxes. We guarantee product safety. We offer local delivery within the New York City area.

### What are the next steps?

Contact us at **CORPORATESALES@BCAKENY.COM** for a design consultation, or complete an inquiry form through our website, and we will contact you! From there, we will work together to fulfill your confectionary vision within your budget.





## GIFT BOXES

TIER 1	TIER 2	TIER 3
(50-150)	(151-300)	(301+)

### BOOZY JAR COLLECTION

(3) 8oz Hennessy, Bailey's, and Coconut Rum.....	\$44.75	\$40.75	\$36.75
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### BCAKENY "MOST POPULAR"

(4) 8oz Vanilla, Chocolate, Strawberry, and Red Velvet.....	\$49.75	\$45.75	\$40.75
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### THE VELVETS

(4) 8oz Red Velvet, Blue Velvet, Carrot, and Candied Yam.....	\$52.75	\$48.75	\$43.75
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### BCAKENY TROPICAL LIQUOR JARS\*

(3) 8oz Pina, LS, and Wray & Nephew.....	\$45.75	\$41.75	\$36.75
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### BCAKENY COOKIES 12PK

(1) Biggie 3-pack, (2) Chocolate chip, (2) Oreo-stuffed, (3) Nutella-stuffed, (2) Red velvet (3) Mini brownies.....	\$37.75	\$34.75	\$30.75
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### BCAKENY COOKIES 6PK

(6) Cookie Collection .....	\$19.75	\$17.75	\$15.75
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### BCAKENY COOKIES 6PK

(5) Cookies and (1) Custom Cookie Combo.....	\$27.75	\$25.75	\$23.75
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