

Cakepops by Rachel

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23330 Maple Valley Black Diamond Rd SE B
Maple Valley, WA 98038

Hello! My name is Rachel Laukala, and I am the owner of Cakepops by Rachel. We are a licensed wholesale/retail bakery in Maple Valley, WA that specializes in creating custom cake pops. We have recently begun selling wholesale with some local shops, and were hoping that your business would be interested in carrying our product as well! So far it has greatly benefited both us and our local partners—we love sharing our cake pops with new audiences, and businesses get to offer unique, delightful cake pops with minimal labor and cost.

Before a shop decides to offer another company's product, they typically have a lot of questions, so we've included a list of FAQs so you can have a better idea of what our partnership would look like.

We absolutely love collaborating with other businesses, and we'd really love to discuss making this happen with your company! Thanks for your time, and please let us know what else we can do for you!

Best,

Rachel Laukala

FAQs

What type of pops work best for wholesaling?

We suggest going with our "classic" pop flavors. Most places we wholesale to, regularly order the classics and then we usually have 1 or 2 flavors that we do as a special for each month. These all retail for \$39-43/dozen.

What is your wholesale pricing?

We give all our wholesalers about a 25% discount. This makes the price per pop \$2.20. "Deluxe" pops (smores or any shaped pops) are \$2.40

What prices work best for re-selling the pops?

The pops seem to sell well at the price point of around \$4-\$5 each.

What about cake pop shelf life? They have a one week shelf life at room temperature, two weeks refrigerated, and three months frozen. One really excellent thing about cake pops is they freeze really well. So you can order several dozen at a time, store them in the freezer, and pull them out as needed.

How much advance notice do you need for a cake pop order? We ask that our wholesale clients place their orders by Monday or Tuesday of the week they are looking to get a delivery. We typically try to have all pops ready for pick up or delivery by Thursday or Friday of each week.

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Is each individual cakepop labeled and how do we store the pops? Our pops are individually wrapped, but not individually labeled. If you have a refrigerated case, that makes displaying easy. If not, we suggest you store your pops in the fridge/freezer, and then do one of these two displays:

1. Put out a few for display only in some sort of jar or cup (We can even provide a stand or two if you need it!) *Coffee stands - If you are interested, we can provide you with some “fake pops” that are painted to look just like the real thing but won’t melt in the sun!*

2. Have a sign/chalkboard with the current flavors listed

We can also provide a list which includes all of the ingredients for each of our flavors so you can share them with the health department and any customers who are interested.

Once I order, how do I get my cake pops?

1. Swing by Lydia’s Cakes and Confections in Maple Valley for pick up on Fridays
2. Choose Delivery when ordering, and your pops will show up to your shop by Friday of the week that you ordered. Our delivery fee is around \$9

Is there an order minimum?

We ask that you order a minimum of 36 pops per order. This can be a combination of any of our available flavors

What are your best selling flavors? Chocolate, Vanilla, Funfetti, and Oreo. Other popular flavors of the month have been Fruity Pebbles, Frosted Animal

Cookie, Creamsicle, Smores and Pumpkin Pie. You can see our complete list of flavors on our website.

Are you willing to do an exclusive flavor with our shop?

YES! We love working with our partners to come up with a specialty flavor that ONLY their business carries. We can infuse our pops with any form of liquid: coffee, beer, specialty oils, etc. Price may vary depending on the design and ingredients, and we do require a 2 dozen minimum order of an exclusive flavor.

What if I have more questions that you didn’t include here?

Please get in touch through our website, email, or phone with any other questions. We are more than happy to send some sample pops as well— ask and you shall receive!

How do we place an order?

I will email you a link to download our order form as a shortcut on your phone, or you can just use the link itself to place the order.