

# Insta Cake™

## FUNDRAISING

JUST ADD WATER!

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



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



# 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?”



**QUALITY INGREDIENTS**  
Made in a peanut-free facility in North America

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

Sarah – Owner/Founder

AS SEEN ON CBC'S





# Made For Sharing The Experience



@InstaCake Cards  
#CelebrateWithCake

InstaCake  
Cards  
**\$15**

# 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:

**QUALITY INGREDIENTS**  
Made in a peanut-free facility in North America

Durable Envelope for mailing



Fun Card (Ready for a personalized message)



Frosting (Kosher)



Cake Mix (Kosher)



Patented Baking Case (Microwave, oven and airfryer safe)



Water Measuring Spoon



Mixing & Eating Spoons



Cake Topper



Sprinkles



Candle



InstaCake  
Cards  
\$15

ORDER YOUR  
InstaCake Cards

“HAPPY BIRTHDAY”  
CARD – TEAL



“HAPPY BIRTHDAY”  
CARD – PINK



“LET’S CELEBRATE”  
CARD – GOLD



- DOUBLE CHOCOLATE
- ZESTY LEMON
- VANILLA CONFETTI

- DOUBLE CHOCOLATE
- ZESTY LEMON
- VANILLA CONFETTI

- DOUBLE CHOCOLATE
- ZESTY LEMON
- VANILLA CONFETTI

“CONGRATS”  
CARD – GOLD



“JUST BECAUSE”  
CARD



“HAPPY HOLIDAYS”  
HOLIDAY CARD



- DOUBLE CHOCOLATE
- ZESTY LEMON
- VANILLA CONFETTI

- DOUBLE CHOCOLATE
- ZESTY LEMON
- VANILLA CONFETTI

- CANDY CANE

“ The most delicious card yet! Anna ”

InstaCake  
Cards  
\$15

ORDER YOUR  
InstaCake Cards

"YOU'RE SO SWEET"  
VALENTINE CARD



"HAPPY BIRTHDAY"  
UNICORN CARD



"HAPPY BIRTHDAY"  
OUT OF THIS  
WORLD



RED VELVET

VANILLA CONFETTI

STAR SPRINKLES VANILLA



Candy Cane  
Confetti Cake &  
Peppermint  
Frosting



Red Velvet  
Cake & Vanilla  
Frosting With  
Heart-Shaped  
Sprinkles

QUALITY  
INGREDIENTS

Made in a  
peanut-free  
facility in North  
America



Celebration  
Kits  
**\$10**

# 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!



## 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

**Celebration Kits \$10**

**ORDER YOUR InstaCake Cake Kits**

**VANILLA CONFETTI CAKE KIT**

**DOUBLE CHOCOLATE CAKE KIT**

**ZESTY LEMON CAKE KIT**

**HOLIDAY CANDY CANE CAKE KIT**



**NEW DESIGNS CLEARLY SHOWS THE FLAVOR**

**NEW DESIGNS CLEARLY SHOWS THE FLAVOR**

**BEST FRIENDS CAKE KIT**



**PET FRIENDLY & VEGAN**

**IN PARTNERSHIP WITH BEST FRIENDS ANIMAL SOCIETY**

**VEGAN VANILLA**



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

Wendy





# 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?

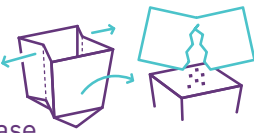
Our products are proudly made in a PEANUT FREE FACILITY. We strive to provide our customers with the best ingredients possible, sourced within North America. Please see the back of your item for specific ingredient information.

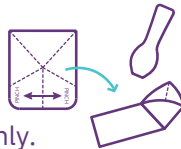
## What is the difference between the card and the kit?


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.

