



The Smart Baker™ Company Overview



About.com



fine
Cooking



WHO WE ARE

The Smart Baker was officially founded in 2009 by Daniel and Stephanie Rensing, but it was years in the making. The young couple has been spending time in the kitchen together and baking up goodies for their families since they started dating as high school sweethearts. Every time they entered the kitchen, they would search for an easier, smarter and more efficient way of doing things.

- Founded in 2009 by High School sweethearts
- Headquartered in Rockledge, FL
- Creators of unique, problem solving housewares
- Portion of sales are donated to Icing Smiles programs
- Manufacturing facilities in USA and China
- Appeared on ABC's Shark Tank (March 2012) with many other media mentions on brand and on CEO



PERFECT PARCHMENT®

NO TRIMMING / NO WASTE / EASY CLEAN UP / PERFECT FIT EVERY TIME®



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BUILT IN TABS
FOR EASY
LIFTING!



- Convenient re-closable packs of 24
- Coated on both sides
- Cake pan parchment features unique lift tabs for easy lifting
- Available in 11 shapes and sizes:
 - Rounds: 6" / 8" / 9" / 10"
 - Squares: 6" / 8" / 9"
 - Sheets: Small (9x13) / Medium (10x15) / Large (11x17) / Half Sheet (13 x 18)



PERFECT PARCHMENT®

Fantastic! By Jenny ★★★★★

I have never used parchment paper before trying this. I'm absolutely sure they saved the last cake I baked. Had no worries about the bottom of the cake sticking to the pan, no matter how much spray I used and no matter how stick-free the pan was. Worth every penny.

Loved These!! By chickadee48 ★★★★★

Loved these parchment paper sheets - they were precut and were so quick instead of cutting every piece I needed off of a roll that I had - and I could use these several times before needing to replace them. Will be ordering these again!

Five Stars By Noel ★★★★★

Saved time and worked perfectly!!

They Work! By anonymous ★★★★★

These are nice and they work great! They'll be a staple in my kitchen from now on

Five Stars By QChick ★★★★★

Smart idea - wish I'd thought of it! Works like a charm:)

Five Stars By Daniel C ★★★★★

Perfect, works as advertised. Makes getting the cake out so much easier

Life is Easier With Parchment Cake Pan Rounds

By J.A.P. ★★★★★

Love these 8 inch parchment rounds. Makes for stress free cake/brownie removal.

Excellent Product By anonymous ★★★★★

i wish I would have found these a year ago. They save me so much time.

CUPCAKE TOWERS



PRODUCT SPECS

PRO VERSION

Available in 5 Tier Round or Square & 3 Tier Flower.
Provides the most flexibility with provided bases.
5 tier towers can be used as a 5, 4, 3, or 2 tier display
or separated into multiple towers. **Perfect for rentals!**

5 TIER 2 IN 1

Assembles in less than 90 seconds!
Can be used only as a full 5 tier or 3 tier tower.
Simply remove the top three tiers and slide them
down on the provided 3 tier support structure.

3 TIER ROUND VERSION

Perfect for Birthday Cupcakes, Graduation
Cupcakes, Mini Cupcakes and more, Our
tiered cupcake stand will serve as the perfect
centerpiece.



LARGE CAPACITY:

5 Tier Round - 70 to 90 cupcakes
5 Tier Square - 80 to 100 cupcakes
3 Tier Flower - 36 to 48 cupcakes
3 Tier Round - 24 cupcakes



STURDY CONSTRUCTION:

Interlocking pieces allow you to easily
assemble your tower. It will be secure and
centered every time.



SIZE ADJUSTABLE:

With the included, optional bases you can
easily adjust your display to fit your needs.



QUICK & EASY CLEANUP:

Lightweight, solid PVC material can be wiped
down with a damp cloth.



Shown with custom tier liner

CHEAT SHEET APRONS

UPSIDE DOWN MEASUREMENT CONVERSION APRONS



the conversions on this apron are upside down for easy reading!

- Adjustable to fit most bakers
- Extra long waist ties
- 2 convenient front pockets
- Machine Washable - Cotton/Polyester blend
- Makes a perfect gift!

Available in 6 colors



TARGET CONSUMER

STRONG DEMAND TRANSLATES TO STRONG SALES OPPORTUNITY

Demographic Information:

- Female
- Aged 25-54
- Married, with children
- Household income of \$74,000+

Psychographic Information:

- Enjoys entertaining
- Prefers to cook/bake at home
- Values convenience and efficiency
- Active on multiple social media platforms

- According to the American Bakers Association, the baking industry accounts for about \$311.0 billion or roughly 2.1% of the GDP.
- In the last five years alone sales of home baking products have risen by a massive 25%
- Today, almost half of shoppers are baking from scratch, with cakes proving to be the most popular option

MARKETING PLAN

Our in-house graphics department created effective marketing programs to build brand awareness and drive traffic

2019 Upcoming Marketing Activity

- Shark Tank re-runs on CNBC
- :30 Regional TV Commercial Spots
- Inclusion in Holiday Gift Guides - Print/Web
- National Magazine product spotlights
- Attend International Home and Housewares Show
- Product launch in national mail order catalog
- Industry publication ads and product listings

Icing Smiles, Inc. Sponsorship

Icing Smiles is a nonprofit organization that provides custom celebration cakes and other treats to families impacted by the critical illness of a child.

- *Monthly donations to fund exclusive The Smart Baker branded programs for Icing Smile volunteers.*



**Shark Tank
Airings**



**Editorials/Gift Guides
Print Ads
Coupons**



**Social Media
Email Marketing
Coupons**



**Sponsorships
Sampling
Charity**

SALES CHANNELS

- Selling nationally to Independent Retailers and Mail Order Catalogs
- Standard Basic Assortment for Michaels Stores both in US and Canada
- Maintains healthy sales rates on Amazon since 2012
- Strong retail presence in specialty and independent retailers
- Other channels include company e-commerce, mail order catalogs and corporate clients

JO-ANN
fabric and craft stores®

Michael's
MAKE CREATIVITY HAPPEN™

HyVee
EMPLOYEE OWNED

Pat Catan's
CRAFT CENTERS

Publix®

amazon

NOTHING *bundt* CAKES®

MADISON SQUARE GARDEN
THE WORLD'S MOST FAMOUS ARENA®

**CHEF
CENTRAL**
THE CULINARY SUPERSTORE

**CHEFS
ARSENAL**