



Baked by Melissa

B2B

WINTER 2018-19 CATALOGUE

FEBURARY 2019





HANDCRAFTED

Here at Baked by Melissa, every bite-size cupcake and macaron we have is made completely by hand. We pride ourselves on using delicious ingredients that transport you back to childhood. We offer a variety of ever-changing flavors every month in addition to our tried & true Original Greats, and we're always baking up something new! Make us a part of your next celebration.

MELISSA

Melissa Ben-Ishay is the President, Chief Product Officer and creative force behind Baked by Melissa. When Melissa was fired from her job in advertising in 2008, she decided to do what she loved and offer consumers the ultimate dessert experience. With the idea that people should be able to taste more flavors without a post-dessert guilt trip, Melissa personally develops all of Baked by Melissa's unique, bite-size creations and product offerings. Baked by Melissa operates 14 locations and ships nationwide.



BITE-SIZE CUPCAKES

Many people ask us, "How do you get so much flavor into one bite?" Here's the answer: we handcraft every bite with love! Every cupcake and macaron we bake is hand-iced, hand-stuffed, and hand-topped with care, using only the most delicious ingredients.

FLAVORS

ORIGINAL GREATS & OCCASION



TIE-DYE ORIGINAL GREAT

CAKE • Tie-Dye Vanilla
ICING • Vanilla
TOPPING • Rainbow Sugar Crystals



♥ RED VELVET ORIGINAL GREAT

CAKE • Red Velvet
ICING • Cream Cheese
TOPPING • Red Heart Sprinkle



TRIPLE CHOCOLATE FUDGE ORIGINAL GREAT

CAKE • Chocolate
STUFFING • Fudge
ICING • Chocolate
TOPPING • Chocolate Cookie Crumble



COOKIE DOUGH ORIGINAL GREAT

CAKE • Yellow
STUFFING • Cookie Dough
ICING • Chocolate
TOPPING • Cookie Dough



COOKIES & CREAM ORIGINAL GREAT

CAKE • Chocolate
STUFFING • Cookies & Cream
ICING • Vanilla
TOPPING • Chocolate Cookie



CHOCOLATE CHIP PANCAKE ORIGINAL GREAT

CAKE • Yellow Pancake
ICING • Maple Syrup
TOPPING • Mini Chocolate Chips



PEANUT BUTTER & JELLY ORIGINAL GREAT

CAKE • Yellow
STUFFING • Grape Jelly
ICING • Peanut Butter



MINT COOKIE ORIGINAL GREAT

CAKE • Mint
STUFFING • Fudge
ICING • Mint Cookies & Cream
TOPPING • Mint Cookie Butter & Green Drizzle



BABY BLUE SUGAR COOKIE OCCASION

CAKE • Blue Vanilla
ICING • Blue Sugar Cookie
TOPPING • White Chocolate Bear



BABY PINK SUGAR COOKIE OCCASION

CAKE • Pink Vanilla
ICING • Pink Sugar Cookie
TOPPING • White Chocolate Bear



WEDDING OCCASION

CAKE • White Vanilla
STUFFING • Bavarian Creme
ICING • Vanilla
TOPPING • White Chocolate Curls

FLAVORS

LIMITED EDITION



♥ **MILK CHOCOLATE**
VALENTINE'S DAY • JAN 21 - FEB 28

CAKE • Chocolate
STUFFING • Chocolate Pudding
ICING • Light Chocolate
TOPPING • Mini Chocolate Chips & Red, Pink & White Heart Sprinkles



MAGIC COOKIE
WINTER • FEBRUARY 2019

CAKE • Light Brown Vanilla with Mini Chocolate Chips
STUFFING • Biscoff Cookie Butter
ICING • Biscoff
TOPPING • Magic Cookie Bar & Dark Chocolate Drizzle



♥ **STRAWBERRY**
VALENTINE'S DAY • JAN 21 - FEB 28

CAKE • Strawberry
ICING • Strawberry
TOPPING • Strawberry Streusel



CHOCOLATE CARAMEL COOKIE DOUGH
WINTER • FEBRUARY 2019

CAKE • Chocolate
STUFFING • Dulce de Leche
ICING • Chocolate
TOPPING • Chocolate Cookie Dough & Melissa's Sprinkle Blend



♥ **WHITE CHOCOALTE**
VALENTINE'S DAY • JAN 21 - FEB 28

CAKE • White Vanilla
STUFFING • White Chocolate Ganache
ICING • Vanilla
TOPPING • White Chocolate Quinoa Crunch Brittle & Red & Pink Drizzle



MARSHMALLOW
WINTER • FEBRUARY 2019

CAKE • White Vanilla
STUFFING • Marshmallow Cream
ICING • Vanilla
TOPPING • Mini Marshmallow & Blue & Pink Drizzle



♥ **DARK CHOCOLATE**
VALENTINE'S DAY • JAN 21 - FEB 28

CAKE • Chocolate
STUFFING • Dark Chocolate Ganache
ICING • Dark Chocolate
TOPPING • Red & Pink Drizzle



♥ **VANILLA CREAM**
FEBRUARY MOM • FEBRUARY 2019

CAKE • White Vanilla
STUFFING • Bavarian Creme
ICING • Vanilla
TOPPING • Red & Pink Sprinkles



ELECTRIC TIE-DYE
LIMITED EDITION

CAKE • Tie-Dye Vanilla
ICING • Vanilla
TOPPING • Rainbow Nonpareil Brittle

FLAVORS

GLUTEN FREE



♥ RED VELVET CUPCAKE

CAKE • Red Velvet
ICING • Cream Cheese
TOPPING • Red Heart Sprinkle



♥ TRIPLE CHOCOLATE CRUNCH CUPCAKE

CAKE • Chocolate
STUFFING • Fudge
ICING • Chocolate
TOPPING • Dark Chocolate Red, Pink, & White Heart Sprinkle Brittle



TIE-DYE CUPCAKE

CAKE • Tie-Dye Vanilla
ICING • Vanilla
TOPPING • Rainbow Sugar Crystals



BIRTHDAY CAKE CUPCAKE

CAKE • Yellow
STUFFING • Fudge
ICING • Chocolate
TOPPING • Rainbow Sprinkle Brittle



CARAMEL CUPCAKE

CAKE • Yellow
STUFFING • Dulce de Leche
ICING • Dulce de Leche
TOPPING • Salted Caramel Brittle



CINNAMON CUPCAKE

CAKE • Yellow
STUFFING • Cinnamon
ICING • Vanilla
TOPPING • Cinnamon



SUGAR COOKIE MACARON

SHELL • Pink & White
FILLING • Sugar Cookie & Rainbow Nonpareils
TOPPING • Rainbow Nonpareils



DOUBLE CHOCOLATE MACARON

SHELL • Chocolate
FILLING • Chocolate Ganache & Sea Salt
TOPPING • Rainbow Nonpareils



RED VELVET MACARON

SHELL • Red Velvet
FILLING • Cream Cheese & Chocolate
TOPPING • Dark & White Chocolate Drizzle



SALTED CARAMEL MACARON

SHELL • Caramel
FILLING • Dulce de Leche, Chocolate Ganache & Sea Salt
TOPPING • Dark Chocolate Drizzle



COOKIE DOUGH MACARON

SHELL • Cookie Dough
FILLING • Cookie Dough & Chocolate
TOPPING • Dark Chocolate Drizzle



SNICKERDOODLE MACARON

SHELL • White
FILLING • Sugar Cookie & Cinnamon
TOPPING • Cinnamon & Sugar

FLAVORS

GLUTEN FREE LIMITED EDITION



♥ **GLUTEN FREE STRAWBERRY**
VALENTINE'S DAY • JAN 21 - FEB 28

CAKE • Strawberry
ICING • Strawberry
TOPPING • Strawberry Streusel



♥ **GLUTEN FREE DARK CHOCOLATE**
VALENTINE'S DAY • JAN 21 - FEB 28

CAKE • Chocolate
STUFFING • Dark Chocolate Ganache
ICING • Dark Chocolate
TOPPING • Red & Pink Drizzle



♥ **GLUTEN FREE WHITE CHOCOLATE**
VALENTINE'S DAY • JAN 21 - FEB 28

CAKE • White Vanilla
STUFFING • White Chocolate Ganache
ICING • Vanilla
TOPPING • White Chocolate Quinoa
Crunch Brittle & Red & Pink Drizzle



♥ **GLUTEN FREE VANILLA CREAM**
VALENTINE'S DAY • JAN 21 - FEB 28

CAKE • White Vanilla
STUFFING • Bavarian Creme
ICING • Vanilla
TOPPING • Red & Pink Sprinkles

25-PACKS ASSORTMENTS

CLASSIC



THE LATEST & GREATEST

Our go-to sampler of the complete seasonal menu. This 25-pack is a taste of all eight Original Greats, our limited-edition Winter flavors & the Mini of the Month!



THE PSOG*

Our Party Safe Original Greats. Seven of our most-loved OG cupcakes, without the nut flavors! Taste flavors like rich Triple Chocolate Fudge, gooey Cookie Dough, and more. A stress-free option for any event.



OMGF

Oh my, gluten free! Six wheatless, handmade cupcakes that are fantastically rich and sweet. Flavors include Cinnamon, Red Velvet, Triple Chocolate Crunch, Birthday Cake, Caramel, and our signature Tie-Dye.



THE MAC

Our collection of six melt-in-your-mouth macarons! This gluten free 25-pack includes flavors Double Chocolate, Sugar Cookie, Snickerdoodle, Red Velvet, Cookie Dough and Salted Caramel.

*All of our products are baked in a kitchen where nut ingredients are used.

LIMITED EDITION



♥ FEBRUARY FIX

25 cupcakes, six handcrafted flavors - just for February! Featuring all things chocolate (Dark Chocolate, Milk Chocolate, and White Chocolate), plus Red Velvet, Strawberry and February's mini, Vanilla Cream! Available this month only.



♥ GLUTEN FREE LOVE STORY

All the love, none of the gluten. The Gluten Free Love Story includes six flavors of gluten free cupcakes: Red Velvet, Vanilla Cream, Strawberry, rich Dark Chocolate, White Chocolate and Triple Chocolate Crunch!



♥ ALL MY VALENTINES

A little something sweet for all your Valentines! Each mini gift box is filled with six limited-edition flavors: featuring rich Dark Chocolate, Milk Chocolate, White Chocolate, Red Velvet, Strawberry and February's mini, Vanilla Cream! The perfect Valentine's Day gifts for clients, teachers, kids and more!

Also available with gluten free cupcakes! Ask us for more info!

CUSTOMIZABLE ASSORTMENT

Customize packs of 3, 6, 12 or 25 to make an assortment that's fit for any event! Perfect for gifts, party favors and goodie bags alike.



25-PACK



12-PACK



6-PACK



3-PACK

GIFT BOXES



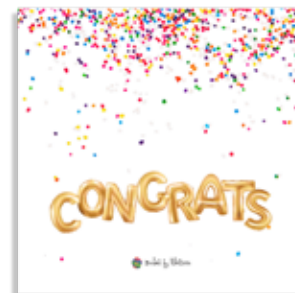
CLASSIC BOX
HOLDS: 25, 50, 100



BIRTHDAY BOX
HOLDS 25



THANK YOU BOX
HOLDS 25



CONGRATS BOX
HOLDS 25



BIRTHDAY BOX
HOLDS 50



THANK YOU BOX
HOLDS 50



VALENTINE'S DAY
HOLDS 25



VALENTINE'S DAY
HOLDS 50

CUPCAKE MOSAICS

Because we're bite-size, we can create virtually any design or logo out of cupcakes! Cupcake mosaics are extremely popular for events, and are sure to be the star of any dessert table. As a general rule of thumb, it takes about 100 cupcakes to properly recreate a single character (i.e. letters, numbers, symbols).

HOW IT WORKS:

1. IMAGE SUBMISSION & ESTIMATE

Send us the image or graphic you'd like to recreate in cupcakes (simple designs with strong color contrasts work best!). Our design team will provide an estimate as to how many cupcakes are needed to make your mosaic and give you a quote.

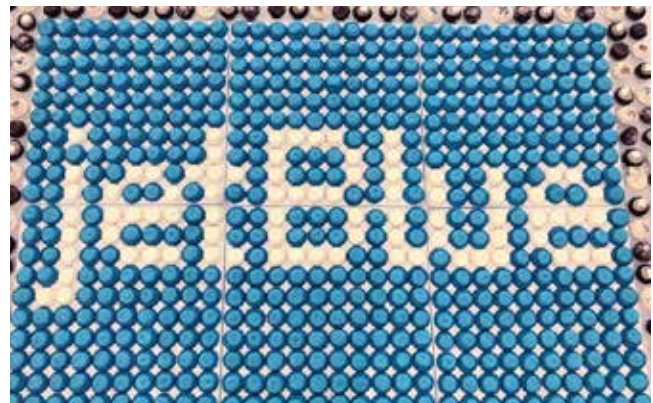
2. MOCK-UP

Once you give us the green light, our design team will mock-up your mosaic in it's entirety. Please note, at this phase we charge a small design fee which includes up to two modifications.

3. BUILD

When you're happy with the design, we start baking and send it off to your provided destination!

*Cupcake Mosaics require a 3-4 week lead time.



MOSAIC FLAVORS



RED SUGAR
COOKIE



ORANGE SUGAR
COOKIE



YELLOW SUGAR
COOKIE



GREEN SUGAR
COOKIE



BLUE SUGAR
COOKIE



PURPLE SUGAR
COOKIE



PINK SUGAR
COOKIE



CHOCOLATE



WHITE
VANILLA

EVENTS



WEDDINGS

Whether it's the big day or days leading up to it, we have the perfect flavor options for you! Our Wedding Cupcake - designed by Melissa for her own wedding! - is handcrafted with decadent white vanilla cake, bavarian cream stuffing, vanilla icing, and white chocolate curls on top.

PARTY FAVORS

Everyone's favorite party favors are the ones they can eat! Build custom 3-packs [6, 12, and 25 also available] in flavors of your choosing. Our packaging is totally portable - so your guests can enjoy their treats right away or take them home!



BABY SHOWER

Celebrate the proud new parents! Our Baby Pink and Baby Blue Sugar Cookie cupcakes are the perfect treat for sharing at your shower. Each cupcake is handcrafted with sugar cookie icing and a white chocolate bear on top!

BIRTHDAYS / MITZVAHS

Big parties call for delicious and unique desserts. Recreate a logo or write their name with our custom mosaics! Or, get a little bit of everything for the dessert table with our pre-assorted packs in a variety of mouthwatering flavors.



CORPORATE

Birthdays at the office? No problem. Need a client 'Thank You' gift? We've got you. Monthly meetings? Consider it done! Send us a list of birthdays, office events, and more! We can even set up deliveries in advance so you don't have to remember.

CUSTOM CORPORATE GIFTING



Corporate gifting just got a whole lot sweeter. Follow three simple steps, and we'll help you build a gift that everyone on your list will love. Available for orders of 10 recipients or more!

STEP 1: CHOOSE YOUR BITE-SIZE TREATS

Choose from any of our pre-assorted packs!



THE LATEST AND GREATEST



THE P.S. O.G.



THE MAC



THE PSYCHEDLIC

STEP 2: CHOOSE A CARD & RIBBON COLOR



Red



Navy



Orange



Violet



Yellow



Green



Royal Blue



Magenta

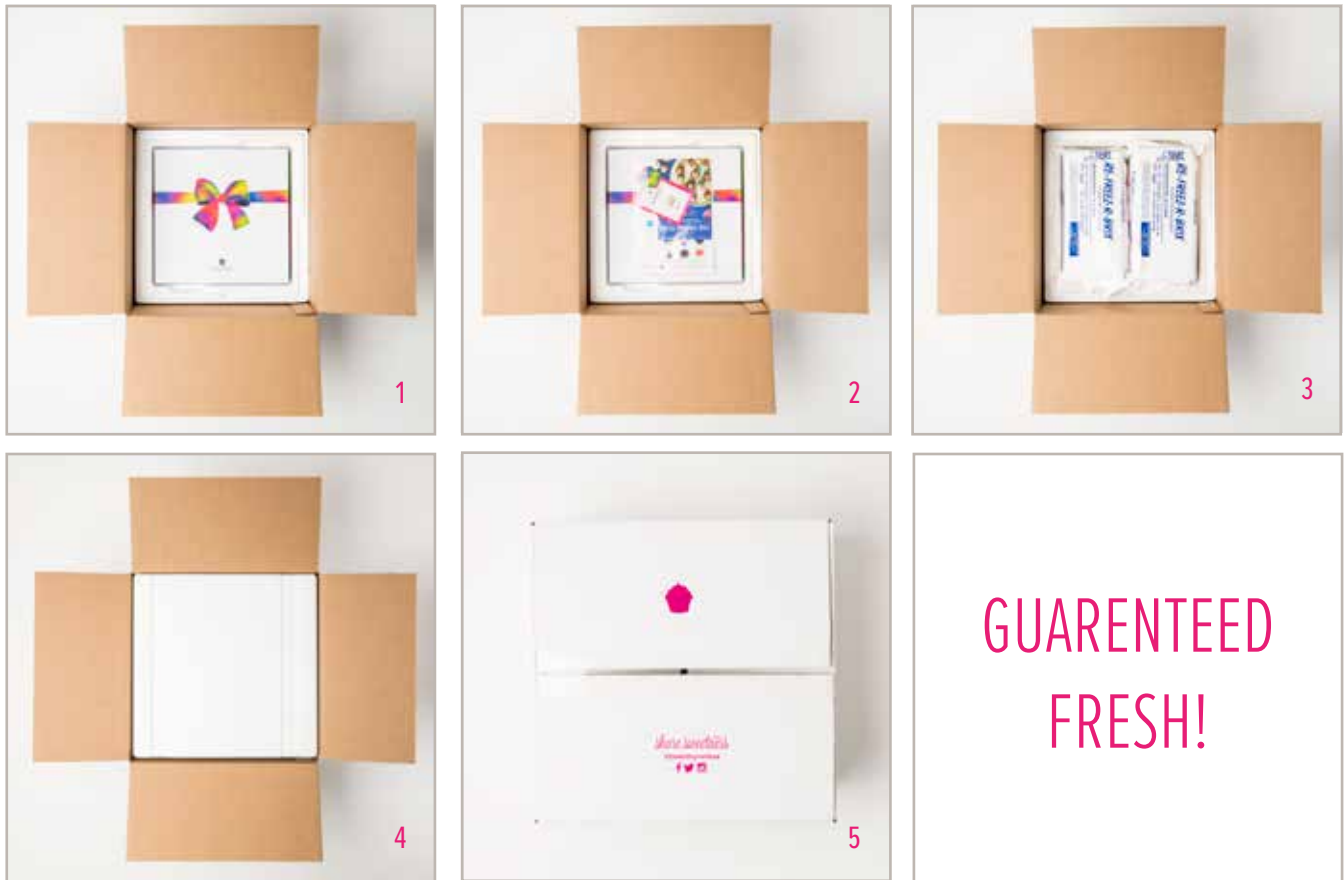


Charcoal

STEP 3: ADD A GIFT MESSAGE

Personalize your gifts with your company logo and a greeting!

SHIPPING



GUARENTEED
FRESH!

To ensure our goods arrive fresh, safe and on time, we take special precaution in the way we ship. We use frozen gel packs, Styrofoam insulation, and ship Nationwide via FedEx Standard (\$15.95) or Priority (\$29.95).

DELIVERY & PICK-UP

We offer Manhattan delivery (below 110th Street) starting at \$9.95 per location. Delivery orders can be scheduled in advance or same-day, and we deliver between 9am-9pm. We also offer free in-store pick up at any one of our locations.

You can find our locations online at bakedbymelissa.com.

LET'S MAKE LIFE
sweeter
TOGETHER



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