



A Simple Guide to Sweetening Profits

CACAO BARRY PÂTE À GLACER

Make Baked Goods Shine in Half the Time

Rich Cacao Barry compound coatings are easy-to-use and of the highest quality, adding brilliant shine and flavor to cakes, fresh fruit and specialties. They require no tempering and minimal labor, but make everything more irresistible—providing a simple, convenient way to turn everyday items into premium fare.

More Than a Muffin

Start With:
Mini Muffin

Retail Price: \$0.75
Cost: \$0.15
Gross Profit: \$0.60

ADD

Pâte à Glacer: \$0.01



Up-Sell With:

**Mini Muffin with
Pâte à Glacer**

Retail Price: \$1.50
Cost: \$0.16
Gross Profit: \$1.34



*Profit Increases
Up to*

123%!

**Additional Profit
Over Time**



Up-Sell 30 Muffins Per Day:

Daily	\$22
Weekly	\$155
Annually	\$8,081

All pricing, costs and profits are estimated.

The Sweet and Easy Way to More Profitable Baked Goods


Building on the Basic Batch

BEFORE:		 ADD PÂTE À GLACER \$0.01	UP-SELL WITH:		Profit increases up to 120%! 
Retail Price	\$0.25		Retail Price	\$0.50	
Cost	\$0.05		Cost	\$0.06	
Gross Profit	\$0.20		Gross Profit	\$0.44	

Crave-able Cookies

BEFORE:		 ADD PÂTE À GLACER \$0.04	UP-SELL WITH:		Profit increases up to 200%! 
Retail Price	\$0.75		Retail Price	\$1.75	
Cost	\$0.27		Cost	\$0.31	
Gross Profit	\$0.48		Gross Profit	\$1.44	


Rise and Shine

BEFORE:		 ADD PÂTE À GLACER \$0.02	UP-SELL WITH:		Profit increases up to 98%! 
Retail Price	\$2.50		Retail Price	\$3.50	
Cost	\$1.50		Cost	\$1.52	
Gross Profit	\$1.00		Gross Profit	\$1.98	

Fruit with Frills

BEFORE:		 ADD PÂTE À GLACER \$0.04	UP-SELL WITH:		Profit increases up to 379%! 
Retail Price	\$0.40		Retail Price	\$1.50	
Cost	\$0.12		Cost	\$0.16	
Gross Profit	\$0.28		Gross Profit	\$1.34	

French Twist

BEFORE:		 ADD PÂTE À GLACER \$0.02	UP-SELL WITH:		Profit increases up to 40%! 
Retail Price	\$1.50		Retail Price	\$2.00	
Cost	\$0.30		Cost	\$0.32	
Gross Profit	\$1.20		Gross Profit	\$1.68	

CACAO BARRY PÂTE À GLACER

BRUNE COMPOUND COATING

Color	Fluidity	SAP Code	REF.	PACKAGING	SHELF LIFE
DARK	18% Cocoa - ●●●○○ +	M-9VSB-R-656	920253	Case of 4X5KG Bucket	18 Months

BLONDE COMPOUND COATING

Color	Fluidity	SAP Code	REF.	PACKAGING	SHELF LIFE
LIGHT	6% Cocoa - ●●●○○ +	M-9VBL-656	921009	Case of 4X5KG Bucket	18 Months

IVOIRE COMPOUND COATING

Color	Fluidity	SAP Code	REF.	PACKAGING	SHELF LIFE
WHITE	20% Skimmed Milk Powder - ●●●○○ +	M-9DBV-656	922002	Case of 4X5KG Bucket	12 Months

Available
in 3
brilliant
varieties!

All pricing, costs and profits are estimated.

Passion
& Creativity
Together



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For Cacao Barry recipes and additional product information, call 1-800-225-1418 or visit cacao-barry.com.