



# Betty Crocker Product Catalog

June 8 2025

# Pouched Decorating Icing

Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Kosher Status
GS100	109030	27386	Betty Crocker Decorating Icing - Blue	8 oz	0 71169 27386 4	OU
GS100	109031	27387	Betty Crocker Decorating Icing - Pink	8 oz	0 71169 27387 1	OU
GS85	109029	27385	Betty Crocker Decorating Icing - Green	8 oz	0 71169 27385 7	OU
GS85	109028	27384	Betty Crocker Decorating Icing - White	8 oz	0 71169 27384 0	OU
GS85	109027	27383	Betty Crocker Decorating Icing - Red	8 oz	0 71169 27383 3	OU

- Shelf Life – 12 months
- No Inners, 6 pieces per case

- Shelf ready trays \$2.95



# Tube Decorating Icing

Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Kosher Status
GS55	107440	73001	Betty Crocker Tube Icing - Pink	4.25 oz	0 71169 73001 5	OU
GS55	107441	73002	Betty Crocker Tube Icing - Blue	4.25 oz	0 71169 73002 2	OU
GS55	107442	73003	Betty Crocker Tube Icing - Red	4.25 oz	0 71169 73003 9	OU
GS55	107443	73004	Betty Crocker Tube Icing - White	4.25 oz	0 71169 73004 6	OU
GS55	107444	73005	Betty Crocker Tube Icing - Green	4.25 oz	0 71169 73005 3	OU
GS130	107445	73006	Betty Crocker Tube Icing - Yellow	4.25 oz	0 71169 73006 0	OU
GS55	107430	73007	Betty Crocker Tube Icing - Black	4.25 oz	0 71169 73007 7	OU
GS130	107446	73008	Betty Crocker Tube Icing - Orange	4.25 oz	0 71169 73008 4	OU
GS130	107447	73010	Betty Crocker Tube Icing - Purple	4.25 oz	0 71169 73010 7	OU
GS85	112001	33406	Betty Crocker Tube Icing - Turquoise	4.25 oz	0 71169 33406 0	OU

- Shelf Life – 18 months
- 6 pieces per inner, 12 inners per master, 72 pieces per case

- Inners are bagged **\$1.79**



# Cookie Icing

Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Kosher Status
GS130	101350	70001	Betty Crocker Cookie Icing - Pink	7 oz	0 71169 70001 8	OU
GS55	S70002	70002	Betty Crocker Cookie Icing - Blue	7 oz	0 71169 70002 5	OU
GS55	S70003	70003	Betty Crocker Cookie Icing - Red	7 oz	0 71169 70003 2	OU
GS55	S70004	70004	Betty Crocker Cookie Icing - White	7 oz	0 71169 70004 9	OU
GS55	S70005	70005	Betty Crocker Cookie Icing - Green	7 oz	0 71169 70005 6	OU
GS100	100581	70009	Betty Crocker Cookie Icing - Milk Chocolate	7 oz	0 71169 70009 4	OU
GS130	100582	70011	Betty Crocker Cookie Icing - Cream Cheese	7 oz	0 71169 70011 7	OU

- Shelf Life
  - Colored Cookie Icing – 24 months
  - Flavored Cookie Icing – 18 months
- No Inners, 6 pieces per case

\$2.97



# Canned Icing

Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Kosher Status
GS100	107591	77801	Betty Crocker Icing 8.4oz Can - Pink	8.4 oz	0 71169 77801 7	OU
GS85	107590	77802	Betty Crocker Icing 8.4oz Can - Blue	8.4 oz	0 71169 77802 4	OU
GS55	107588	77804	Betty Crocker Icing 8.4oz Can - White	8.4 oz	0 71169 77804 8	OU
GS100	107587	77805	Betty Crocker Icing 8.4oz Can - Bright Green	8.4 oz	0 71169 77805 5	OU
GS100	107611	77811	Betty Crocker Icing 8.4oz Can - Red	8.4 oz	0 71169 77811 6	OU
GS130	107613	81335	Betty Crocker Icing 9.1oz Can - Chocolate	9.1 oz	0 71169 81335 0	OU

- Shelf Life – 18 months
- No Inners, 6 pieces per case

\$4.41



# Decorating Tools

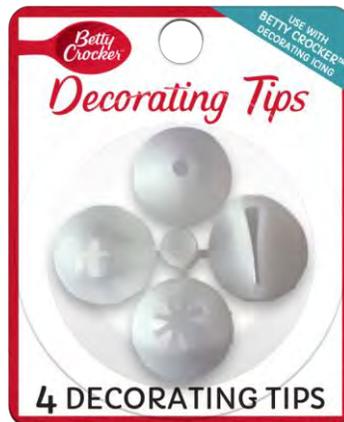
Gold Standard Tier	SAP #	Product #	Description	Count	Product UPC
	S7500400	75004	Betty Crocker Decorating Tips - 4 Pack	4 ct	0 71169 75004 4
GS55	105764	82406	Betty Crocker Decorating Tips - 8 Pack	8 ct	0 71169 82406 6
GS55	110491	29498	Betty Crocker Decorating Bags	12 ct	0 71169 29498 2
GS85	113224	34601	Betty Crocker Decorating Kit	1 kit	0 71169 34601 2

- 4-Pack Tips: 12 pieces per inner, 12 inner per master, 144 pieces per case
- 8-Pack Tips: 6 pieces per inner, 12 inner per master, 72 pieces per case
- Bags: 6 pieces per inner, 16 inner per master, 96 pieces per case
- Kit: 6 pieces per inner, 4 inner per master, 24 pieces per case

\$6.45

\$6.94

\$1.10



\$1.96



# Writing Gel

Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Kosher Status
GS55	S7400100	74001	Betty Crocker Writing Gel - Pink	0.67 oz	0 71169 74001 4	OU
GS55	S7400200	74002	Betty Crocker Writing Gel - Blue	0.67 oz	0 71169 74002 1	OU
GS55	S7400300	74003	Betty Crocker Writing Gel - Red	0.67 oz	0 71169 74003 8	OU
GS55	S7400400	74004	Betty Crocker Writing Gel - White	0.67 oz	0 71169 74004 5	OU
GS55	S7400500	74005	Betty Crocker Writing Gel - Green	0.67 oz	0 71169 74005 2	OU
GS130	S7400600	74006	Betty Crocker Writing Gel - Yellow	0.67 oz	0 71169 74006 9	OU
GS55	S7400700	74007	Betty Crocker Writing Gel - Black	0.67 oz	0 71169 74007 6	OU
GS130	S7400800	74008	Betty Crocker Writing Gel - Orange	0.67 oz	0 71169 74008 3	OU
GS130	S74010	74010	Betty Crocker Writing Gel - Purple	0.67 oz	0 71169 74010 6	OU
GS100	110454	30537	Betty Crocker Premium Metallic Gel Gold	1.25 oz	0 71169 30537 4	OU
GS100	110453	30538	Betty Crocker Premium Metallic Gel Silver	1.25 oz	0 71169 30538 1	OU

- Shelf Life – 36 months
- Standard: 12 pieces per inner, 12 inners per master, 144 pieces per case
- Metallic: 6 pieces per inner, 12 inners per master, 72 pieces per case
- Inners are bagged \$2.40

\$1.26



# Writing Icing

Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Kosher Status
GS85	112405	34491	Betty Crocker Black Writing Icing	1.3 oz	0 71169 34491 5	OU

- Shelf Life – 18 months
- 6 pieces per inner, 12 inners per master, 72 pieces per case

- Inners are bagged

\$1.75



# Bottle Decors

Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Shelf Life	Kosher Status
GS55	S7101500	71015	Betty Crocker Rainbow Nonpareils	2 oz	0 71169 71015 4	36 months	OU
GS55	106567	71010	Betty Crocker Chocolate Sprinkles	1.75 oz	0 71169 71010 9	24 months	OU
GS55	106568	71040	Betty Crocker Rainbow Sprinkles	1.75 oz	0 71169 71040 6	18 months	OU
GS130	106569	71042	Betty Crocker Red, White and Blue Sprinkles Mix	1.75 oz	0 71169 71042 0	18 months	OU
GS55	S7102000	71020	Betty Crocker Sugar - Red	2.25 oz	0 71169 71020 8	36 months	OU
GS55	S7102500	71025	Betty Crocker Sugar - Green	2.25 oz	0 71169 71025 3	36 months	OU
GS130	102187	81056	Betty Crocker Sugar - Pink	2.25 oz	0 71169 81056 4	36 months	OU
GS130	S71014	71014	Betty Crocker Sugar - Blue	2.25 oz	0 71169 71014 7	36 months	OU
GS130	S71058	71058	Betty Crocker Sugar - Peppermint Flavored	2.3 oz	0 71169 71058 1	24 months	OU

- Shelf Life listed for each item above
- 6 pieces per inner, 12 inners per master, 72 pieces per case

\$1.16



# Bottle Decors

Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Shelf Life	Kosher Status
GS55	S7103500	71035	Betty Crocker Cinnamon Imperials	2 oz	0 71169 71035 2	36 months	Not Kosher
	104604	82002	Betty Crocker Galaxy Nonpareils	2.1 oz	0 71169 82002 0	36 months	OU
GS55	106514	71055	Betty Crocker Decorating Stars	1.2 oz	0 71169 71055 0	24 months	OU
GS85	101430	71002	Betty Crocker Cupcake Gems - Gold Sugar	2.2 oz	0 71169 71002 4	36 months	OU
GS85	101431	71003	Betty Crocker Cupcake Gems - Silver Sugar	2.2 oz	0 71169 71003 1	36 months	OU
GS100	101429	71001	Betty Crocker Cupcake Gems - Classic Pearls	2 oz	0 71169 71001 7	36 months	OU
GS130	111749	33387	Betty Crocker White Shimmer Sugar Gems	2.5 oz	0 71169 33387 2	36 months	OU
GS130	111750	33386	Betty Crocker Pearlescent Sugar Gems	2.2 oz	0 71169 33386 5	36 months	OU

- Shelf Life listed for each item above
- 6 pieces per inner, 12 inners per master, 72 pieces per case



\$1.16



\$1.91



# Premium Fusion Bottle Decors

Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Kosher Status
GS85	112091	33712	Betty Crocker Premium Fusion Sprinkles - Galaxy	3 oz	0 71169 33712 2	OU
GS85	112092	33713	Betty Crocker Premium Fusion Sprinkles - Neon	2.6 oz	0 71169 33713 9	OU
GS85	112093	33714	Betty Crocker Premium Fusion Sprinkles - Rainbow	2.9 oz	0 71169 33714 6	OU
GS85	112094	33715	Betty Crocker Premium Fusion Sprinkles - Forest	2.6 oz	0 71169 33715 3	OU

- Shelf Life – 18 months
- 6 pieces per inner, 8 inners per master, 48 pieces per case

\$2.76



# Candy Shop Decors

Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Kosher Status
GS55	112728	22642	Betty Crocker Candy Shop Decors - Candy Eyeballs	0.88 oz	0 71169 22642 6	OU
GS100	112729	24816	Betty Crocker Candy Shop Decors - Large Eyeballs	0.8 oz	0 71169 24816 9	OU
GS85	113207	36212	Betty Crocker Eyeball Multipack	2.89 oz	0 71169 36212 4	OU

- Shelf Life – 24 months
- Blister Packs: 6 pieces per inner, 6 inners per master, 36 pieces per case
- Multipack: 6 pieces per inner, 4 inners per master, 24 pieces per case

\$2.98



\$5.73



# Tub Decors

Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Kosher Status
GS55	106511	71200	Betty Crocker Sweet Toppings - Chocolate Sprinkles	10.5 oz	0 71169 71200 4	OU
GS55	106509	71201	Betty Crocker Sweet Toppings - Rainbow Carousel Mix	10.5 oz	0 71169 71201 1	OU
GS85	111747	33389	Betty Crocker Unicorn Mix Sprinkles	5.82 oz	0 71169 33389 6	OU
GS100	111748	33388	Betty Crocker Rainbow Nonpareils	7 oz	0 71169 33388 9	OU
	113323	36684	Betty Crocker Bright Confetti	7.5 oz	0 71169 36684 9	OU

- Shelf Life – 18 months for Rainbow Sprinkles & Unicorn Mix, 24 months for Chocolate Sprinkles & Bright Confetti, 36 months for Nonpareils
- No Inners, 12 pieces per case



\$3.59



\$2.11



\$3.59



# Parlor Perfect Bottle Decors

Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Kosher Status
GS85	S7140000	71400	Betty Crocker Rainbow Confetti Sprinkles	9 oz	0 71169 71400 8	OU
GS85	S71403	71403	Betty Crocker Chocolate Sprinkles	9.3 oz	0 71169 71403 9	OU
	108317	26445	Betty Crocker Rainbow Nonpareils	10.5 oz	0 71169 26042 0	OU

- Shelf Life – 18 months for Rainbow Sprinkles, 24 months for Chocolate Sprinkles, 36 months for Nonpareils
- No Inners, 12 pieces per case



\$2.94



# Multi-Cells

Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Shelf Life	Kosher Status
GS130	S05690	05690	Betty Crocker All Holiday 4 Cell Sugar	4 oz	0 71169 05690 0	36 months	OU
GS85	110455	30536	Betty Crocker Premium Metallic 4 Cell	2.5 oz	0 71169 30536 7	18 months	OU
GS55	106536	22703	Betty Crocker 6 Cell Decors - All Holiday	5.1 oz	0 71169 22703 4	24 months	OU
GS55	106537	22704	Betty Crocker 6 Cell Decors - Pretty In Pink	6.8 oz	0 71169 22704 1	18 months	OU
GS55	106538	22705	Betty Crocker 6 Cell Decors - Cool In Blue	6.9 oz	0 71169 22705 8	18 months	OU

- Shelf Life listed for each item above
- No Inners, 12 pieces per case

\$5.22

\$3.33

\$5.22



# 26oz Décor Bottles

Gold Standard Tier	SAP #	Product #	Description	Count	Product UPC	Kosher Status
	112901	35598	Betty Crocker Chocolate Sprinkles - 26 oz.	26 oz	0 71169 35598 0	OU
	112925	35599	Betty Crocker Rainbow Sprinkles - 26 oz.	26 oz	0 71169 33190 8	OU

- Shelf Life – 18 months for Rainbow Sprinkles, 24 months for Chocolate Sprinkles
- No Inners, 6 pieces per case

\$6.84

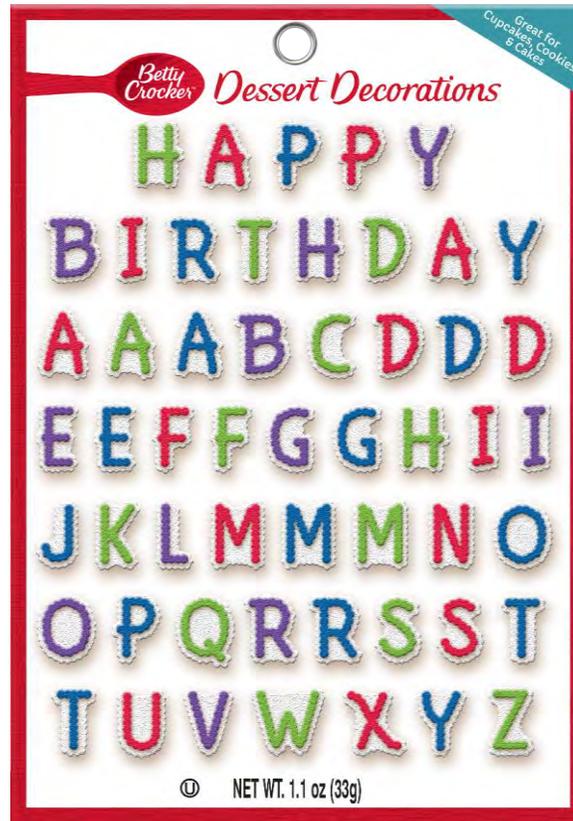


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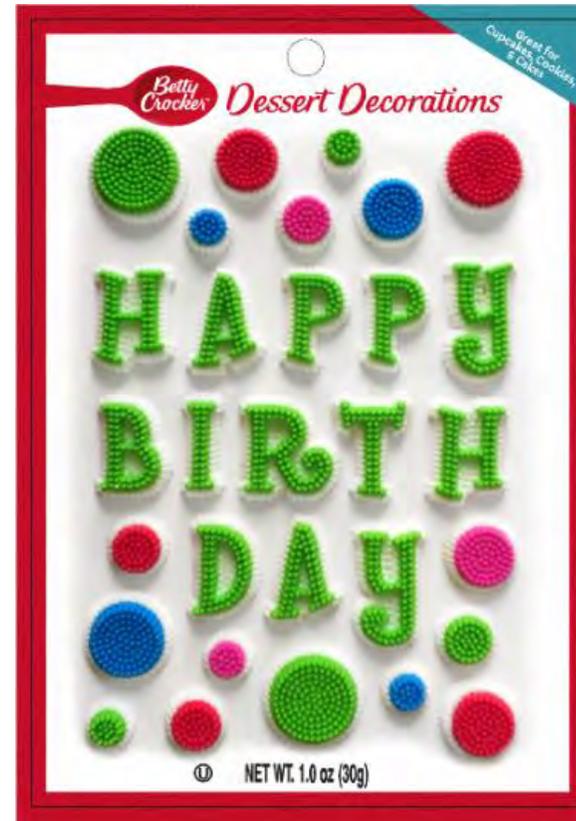
Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Kosher Status
GS55	110588	22762	Betty Crocker Primary Happy Birthday/Alpha CCD - Dot Matrix	1.10 oz	0 71169 22762 1	OU
	111977	33533	Betty Crocker Happy Bday Dot CCD (Dot Matrix)	1.0 oz	0 71169 33533 3	OU

- Shelf Life – 36 months
- Alpha: 6 pieces per inner, 24 inners per master, 144 pieces per case
- Happy Birthday Dot: 12 pieces per inner, 12 inners per master, 144 pieces per case

\$2.26



\$2.06



# 4-Pack Glitter Gels

Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Kosher Status
GS100	111358	32280	Betty Crocker Glitter Gel Magical Colors	2.7 oz	0 71169 32280 7	OU
GS100	111359	32279	Betty Crocker Glitter Gel Comic Colors	2.7 oz	0 71169 32279 1	OU

- Shelf Life – 36 months
- Shelf ready trays
- 6 pieces per inner, 4 inners per master, 24 pieces per case

\$3.53



# Gel Food Color & Writing Icing

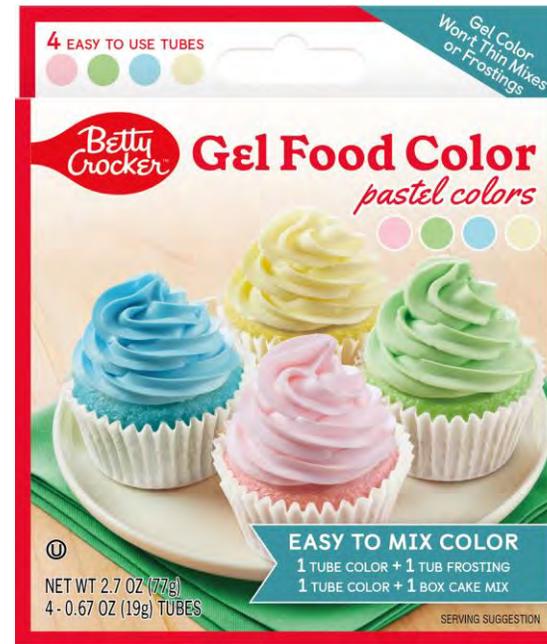
Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC	Kosher Status
GS55	S7600000	76000	Betty Crocker Gel Food Color - Classic - Red/Yellow/Green/Blue	2.7 oz	0 71169 76000 5	OU
GS55	S76010	76010	Betty Crocker Gel Food Color - Neon - Orange/Green/Pink/Purple	2.7 oz	0 71169 76010 4	OU
GS85	109375	28649	Betty Crocker Gel Food Color - Pastel - Yellow/Green/Blue/Pink	2.7 oz	0 71169 28649 9	OU
GS55	107606	81058	Betty Crocker Writing Icing - Classic - Red/Yellow/Green/Blue	2.7 oz	0 71169 81058 8	OU

\$2.56

- Shelf Life: Gel Food Color – 24 months, Writing Icing – 18 months
- 6 pieces per inner, 2 inners per master, 12 pieces per case

- Open top shelf ready trays

\$2.73



# Value Birthday Candles

Gold Standard Tier	SAP #	Product #	Description	Count	Product UPC
	S1040100	10401	Betty Crocker Medium Spiral Candle - Pink	24 ct	0 71169 10401 4
	S1040200	10402	Betty Crocker Medium Spiral Candle - Blue	24 ct	0 71169 10402 1
	S1040400	10404	Betty Crocker Medium Spiral Candle - White	24 ct	0 71169 10404 5
GS130	S1040700	10407	Betty Crocker Medium Spiral Candle - Rainbow	24 ct	0 71169 10407 6
GS85	S1240700	12407	Betty Crocker Rainbow Stripe Candle - Rainbow	24 ct	0 71169 12407 4
	S1340700	13407	Betty Crocker Rainbow Stripe Candle - Blister pack	24 ct	0 71169 13407 3

- Box candles in shelf ready trays
- 12 pieces per inner, 24 inners per master, 288 pieces per case

\$0.95

\$0.85



# Numeral Candles

Gold Standard Tier	SAP #	Product #	Description	Count	Product UPC
GS55	S2030000	20300	Betty Crocker Numeral #0	1 ct	0 71169 20300 7
GS55	S2030100	20301	Betty Crocker Numeral #1	1 ct	0 71169 20301 4
GS55	S2030200	20302	Betty Crocker Numeral #2	1 ct	0 71169 20302 1
GS55	S2030300	20303	Betty Crocker Numeral #3	1 ct	0 71169 20303 8
GS55	S2030400	20304	Betty Crocker Numeral #4	1 ct	0 71169 20304 5
GS55	S2030500	20305	Betty Crocker Numeral #5	1 ct	0 71169 20305 2
GS55	S2030600	20306	Betty Crocker Numeral #6	1 ct	0 71169 20306 9
GS55	S2030700	20307	Betty Crocker Numeral #7	1 ct	0 71169 20307 6
GS55	S2030800	20308	Betty Crocker Numeral #8	1 ct	0 71169 20308 3
GS55	S2030900	20309	Betty Crocker Numeral #9	1 ct	0 71169 20309 0

- 6 pieces per inner, 24 inners per master, 144 pieces per case

\$0.90



# Premium Numeral Candles

Gold Standard Tier	SAP #	Product #	Description	Count	Product UPC
GS55	111405	32274	Betty Crocker Premium Numeral Candle 0	1 ct	0 71169 32274 6
GS55	111406	32273	Betty Crocker Premium Numeral Candle 1	1 ct	0 71169 32273 9
GS55	111407	32272	Betty Crocker Premium Numeral Candle 2	1 ct	0 71169 32272 2
GS55	111408	32271	Betty Crocker Premium Numeral Candle 3	1 ct	0 71169 32271 5
GS55	111409	32270	Betty Crocker Premium Numeral Candle 4	1 ct	0 71169 32270 8
GS55	111410	32269	Betty Crocker Premium Numeral Candle 5	1 ct	0 71169 32269 2
GS55	111426	32267	Betty Crocker Premium Numeral Candle 6	1 ct	0 71169 32267 8
GS55	111427	32266	Betty Crocker Premium Numeral Candle 7	1 ct	0 71169 32266 1
GS55	111428	32265	Betty Crocker Premium Numeral Candle 8	1 ct	0 71169 32265 4
GS55	111429	32264	Betty Crocker Premium Numeral Candle 9	1 ct	0 71169 32264 7

- 6 pieces per inner, 24 inners per master, 144 pieces per case

\$2.77



# Specialty Birthday Candles

Gold Standard Tier	SAP #	Product #	Description	Count	Product UPC	Pieces per Inner	Inners per Master	Pieces per Case
GS55	110492	29497	Betty Crocker Sparkler Candle Silver	18 ct	0 71169 29497 5	6	12	72
GS55	110493	29496	Betty Crocker Sparkler Candle Rainbow	18 ct	0 71169 29496 8	6	12	72
	109903	28731	Betty Crocker Baby's First Numeral Candle - Girl	1 ct	0 71169 28731 1	6	6	36
	109904	28732	Betty Crocker Baby's First Numeral Candle - Boy	1 ct	0 71169 28732 8	6	6	36
GS130	S10502	10502	Betty Crocker Pencil Candle	24 ct	0 71169 10502 8	12	24	288
GS100	S10505	10505	Betty Crocker Musical Candle	1 ct	0 71169 10505 9	12	12	144
GS55	S10512	10512	Betty Crocker Neon Crazy Curl Candle	12 ct	0 71169 10512 7	12	24	288
GS55	S1500000	15000	Betty Crocker Confetti Candle - Blister Pack	20 ct	0 71169 15000 4	12	24	288
GS130	S1550000	15500	Betty Crocker Neon Candle - Blister Pack	24 ct	0 71169 15500 9	12	24	288
GS55	S20895	20895	Betty Crocker Happy Birthday Candle	13 ct	0 71169 20895 8	6	12	72

- Packaging information noted above



# Specialty Birthday Candles

Gold Standard Tier	SAP #	Product #	Description	Count	Product UPC	Pieces per Inner	Inners per Master	Pieces per Case
GS130	S20896	20896	Betty Crocker Star Light Candle	6 ct	0 71169 20896 5	6	12	72
GS130	S10700	10700	Betty Crocker Black and White Candle	12 ct	0 71169 10700 8	12	12	144
	S10511	10511	Betty Crocker Stacked Stripes Candle	12 ct	0 71169 10511 0	6	24	144
GS85	101662	74012	Betty Crocker Relight Candle	12 ct	0 71169 74012 0	12	12	144
GS130	102157	79947	Betty Crocker Rainbow Glow Candle	12 ct	0 71169 79947 0	12	12	144
GS100	104822	82122	Betty Crocker Chevron Candle	16 ct	0 71169 82122 5	6	24	144
GS85	106362	22834	Betty Crocker Cool in Blue Candles	16 ct	0 71169 22834 5	12	12	144
GS85	106363	22835	Betty Crocker Pretty in Pink Candles	16 ct	0 71169 22835 2	12	12	144
GS55	107337	23322	Betty Crocker Cupcake Numeral Candles	10 ct	0 71169 23322 6	6	12	72

- Packaging information noted above



# Premium Birthday Candles

Gold Standard Tier	SAP #	Product #	Description	Count	Product UPC
GS85	111401	32278	Betty Crocker Premium Unicorn Candle	3 ct	0 71169 32278 4
GS85	111402	32277	Betty Crocker Premium Mermaid Candle	6 ct	0 71169 32277 7
GS85	111403	32276		1 ct	0 71169 32276 0
GS85	111404	32275		13 ct	0 71169 32275 3
GS85	111430	32263	Betty Crocker Premium Cool in Blue Candles	16 ct	0 71169 32263 0
GS85	111431	32262	Betty Crocker Premium Pretty in Pink Candles	16 ct	0 71169 32262 3
	111432	32261		9 ct	0 71169 32261 6
GS55	110488	30535	Betty Crocker Premium Metallic Happy Birthday Candle	1 ct	0 71169 30535 0
GS130	110489	30534	Betty Crocker Premium Metallic YAY! Candle	4 ct	0 71169 30534 3
GS130	110490	30533	Betty Crocker Premium Metallic Tall Pillar Candle	12 ct	0 71169 30533 6
GS55	110831	30580	Betty Crocker Premium Happy Birthday Rainbow	13 ct	0 71169 30580 0
GS85	113259	36215	Betty Crocker Premium Dinosaur Party Candle	3 ct	0 71169 36215 5

- 6 pieces per inner, 12 inners per master, 72 pieces per case



# 100 Count Cupcake Liners

Gold Standard Tier	SAP #	Product #	Description	Count	Product UPC
GS130	105947	22787	Betty Crocker Cupcake Liners - All Holiday	100 ct	0 71169 22787 4
GS130	105949	22788	Betty Crocker Cupcake Liners - Pretty In Pink	100 ct	0 71169 22788 1
GS130	105951	22789	Betty Crocker Cupcake Liners - Cool In Blue	100 ct	0 71169 22789 8

- 4 pieces per inner, 36 inners per master, 144 pieces per case

\$1.67



# Traditional Pouched Liners

Gold Standard Tier	SAP #	Product #	Description	Count	Product UPC
GS55	110592	12949	Betty Crocker Cupcake Liners - White	50 ct	0 71169 12949 9
GS55	110593	12951	Betty Crocker Cupcake Liners - Pastel	50 ct	0 71169 12951 2
GS55	110595	12959	Betty Crocker Mini White Cupcake Liner *Shorter Blister Card*	100 ct	0 71169 12959 8

- Standard Pouched: 12 pieces per inner, 12 inners per master, 144 pieces per case
- Mini on Blister: 4 pieces per inner, 36 inners per master, 144 pieces per case

\$1.23



\$1.23



# Value Cupcake Liners (Clear Tub)

Gold Standard Tier	SAP #	Product #	Description	Net Weight	Product UPC
	110591	23528	Betty Crocker Bake Cup White Mini 100 ct.	100 ct	0 71169 23528 2
GS130	110590	23527	Betty Crocker Bake Cup Pastel 100 ct.	100 ct	0 71169 23527 5
GS130	110589	23526	Betty Crocker Bake Cup White 100 ct.	100 ct	0 71169 23526 8
GS85	112819	35473	Betty Crocker Bake Cup White Jumbo 50 ct.	50 ct	0 71169 35473 0

- 6 pieces per inner, 12 inner per master, 72 pieces per case

\$1.24



\$1.43



\$1.43



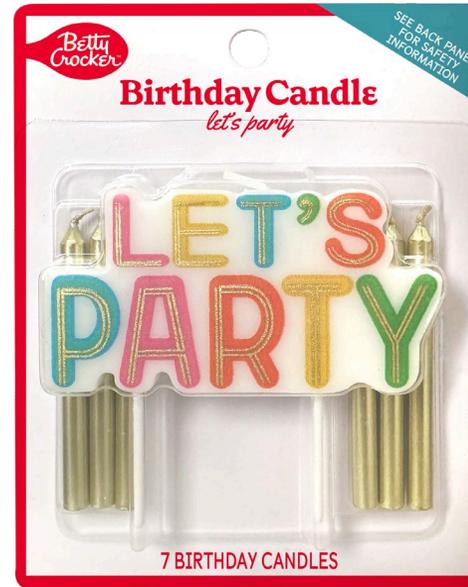
# Betty Crocker Innovation



CROSS INTERNATIONAL  
BROKERAGE Inc.



# 2026 Innovation Summary



# 2026 Innovation: Chocolate Decorating Icing



## Chocolate Decorating Icing



### Consumer Insights



Consumers value flavor as the most important factor influencing purchasing decisions



Chocolate is a core flavor among candy, baking mixes, and frosting

### Category Drivers

#### Small but growing

- ✓ Flavored Icing makes up 2% of all Icing but Chocolate Flavored Icing Unit velocity +40%

#### Leading flavor in adjacent category

- ✓ Chocolate is the #1 flavor in Frosting

### Winning Proposition

- Delicious chocolate flavor perfect for a vast array of desserts
- Flexible planogramming options – pouch comes in a shelf ready tray and is also peggable
- Made in the USA
- Compatible with Betty Crocker Decorating Tips



# 2026 Innovation: Turquoise Cookie Icing



## Turquoise Cookie Icing



### Consumer Insights



Cookies are the #1 decorated sweet treat across all major holidays



Turquoise is an evergreen color that spans multiple holidays and usage occasions

### Category Drivers

#### Largest Share of Icing

- ✓ Cookie Icing drives 44% of All Icing Dollar Sales

#### Strongest productivity of Icing

- ✓ Cookie Icing unit productivity 1.7x vs. Icing avg

#### Lack of new color introduction

### Winning Proposition

- Turquoise Cookie Icing provides an on-trend offering for any season, holiday, or celebration
- Made in the USA
- Fitment is perfect for both detail work and flood coating
- Betty Crocker Cookie Icing dries smooth for easy stacking



# 2026 Innovation: Rainbow Shimmer Fusion Sprinkles

Betty Crocker

## Rainbow Shimmer Fusion Sprinkles



### Consumer Insights



Bottle decors are a basket building opportunity within the dessert decorating category



Rainbow is consistently the fastest turning color in the entire décor category, both in US Food and MULO

### Category Drivers

#### #1 format of Decors

✓ Bottle Decors make up 64% of Décors

#### Rainbow is highly productive

✓ 2.1x unit velocity of Decors average

**Shimmer** is an opportunity within the category

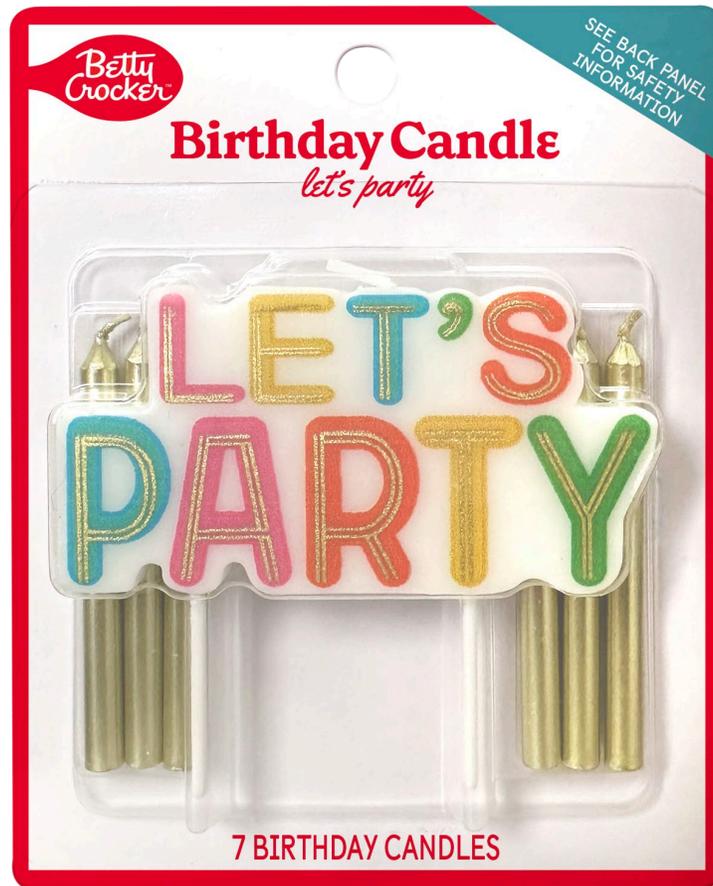
### Winning Proposition

- New rainbow shimmer fusion bottle décor provides newness and excitement in the bottle décor segment
- Blend contains a variety of elevated components to offer the consumer additional texture and flavor

# 2026 Innovation: Let's Party Candle

Betty Crocker

## Let's Party Candle



### Consumer Insights



Consumers celebrate more than just birthdays (graduation, baby showers, retirement parties, farewell parties, and housewarming)



Metallic is a trending color palette for birthday parties

### Category Drivers

#### Largest share in Decorating Category

✓ \$185M Annual Sales, 35% of all Decorating

#### attracting Millennial Consumers

✓ **33%** of Birthday Candle households are **Millennials** (126 index vs Gen Pop)

### Winning Proposition

- “Let’s Party” candle perfect for all occasions, from birthdays to graduations and everything in between
- 6 gold metallic candles included to complement the “Let’s Party” pick, ensuring the candle stands out on any sweet treat

# 2026 Innovation: Bright Bake Cup



## Bright Bake Cup



### Consumer Insights



*Tub format is the ideal packaging execution for pantry storage*



*Consumers value easy clean up – bake cups help to reduce mess in muffin tins and trending colors provide enhanced presentation of baked goods*

### Category Drivers

#### *Solid colors outperform*

- ✓ Solid colored Bake Cups 1.5x unit velocity vs. avg

#### *Bake Cups are essential to baking baskets*

- ✓ Milk, Sugar, Cake Mix, Butter are also extremely likely to be in the same basket of bake cups

### Winning Proposition

- Bright Bake Cups offer a fresh, modern option at shelf in the bake cup segment
- 100 count makes this tub the perfect pantry staple
- Colors can be used across all seasons and holidays, perfect to use alone or mix-and-match



\*All artwork is FPO

# Introducing...Betty Crocker Flavored Sugar

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# Merchandising In & Out Of Main Aisle To Drive Trial



The Baking aisle is #1 place consumers expect to find flavored sugars

Spice aisle is #2



# 2025 Innovation: Betty Crocker Flavored Sugar

Betty Crocker



SRP: \$3.99

## Consumer Insights



Consumers show strong excitement around flavored sugar – **73%** of surveyed consumers want to try at least 1 of these flavored sugars



Flavored sugar has potential for incremental purchases outside normal baking/decorating + expandable consumption

## Category Drivers

Bottled Dessert Decorating Sugar is 3<sup>rd</sup> largest portion of Decorating Decors within total Dessert Decorating Category

**\$29M Annual Sales**



Flavored Sugar is Category Whitespace opportunity – Limited offerings with minimal distribution

## Winning Proposition

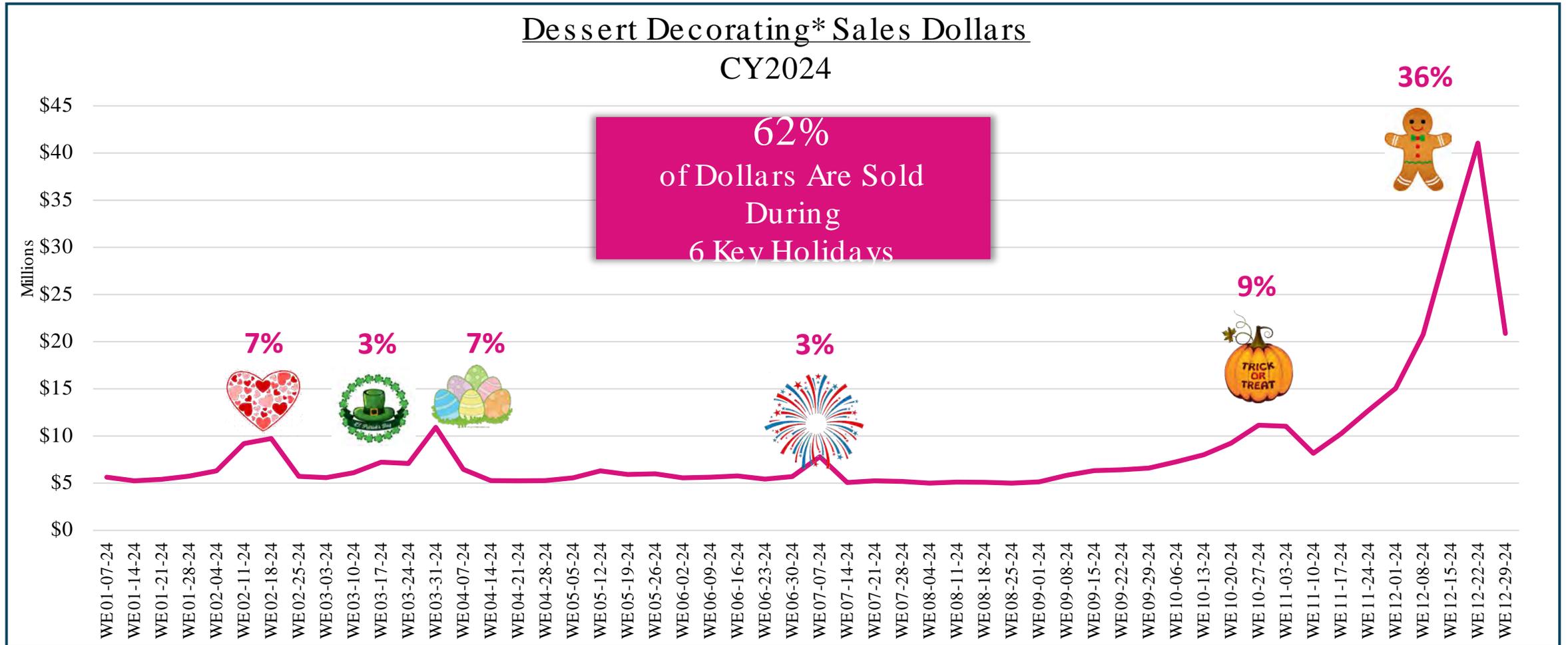
- Flavored sugar makes baking and decorating feel more fun and creative
- Betty Crocker brand name adds trust to the quality and flavor
- On-trend, inspiring, and multi-use flavors



# Everyday Display Presentation



# Capturing Increased Demand At Holidays Is Critical

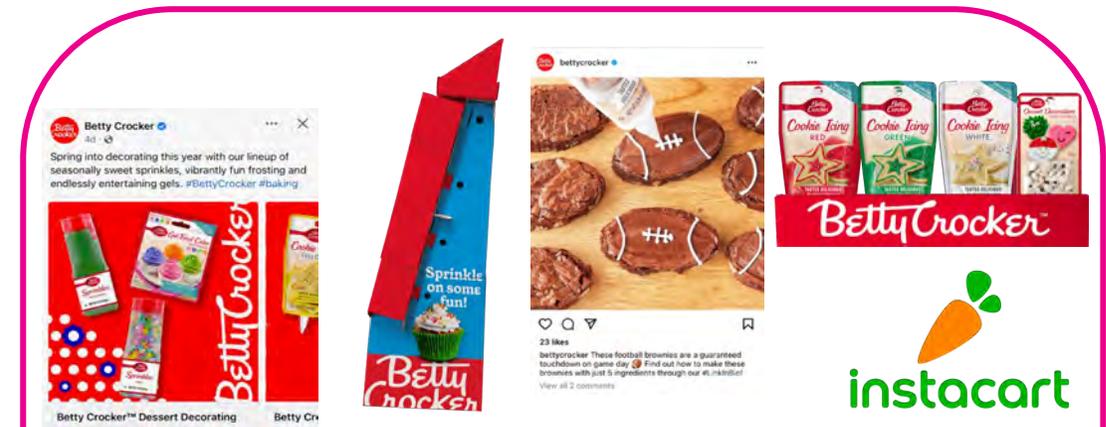


# Signature Brands Strategic Category Vision Poised To Drive Long Term Category Growth



## Convert bakers to decorators

- 38.6MM household opportunities
- Promote with host baking mixes
- Brand Activation & Partnership with host category



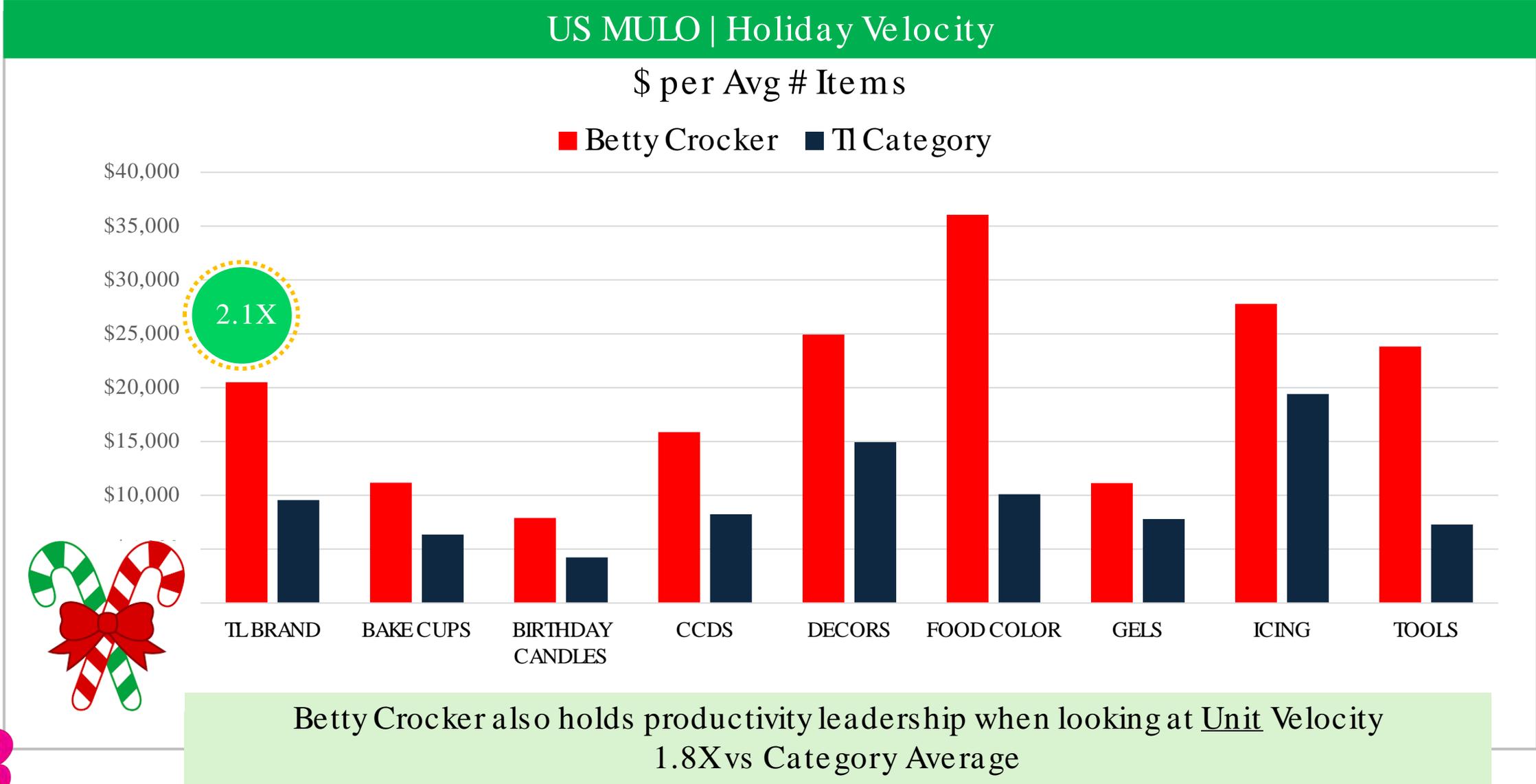
## Interrupt consumers & drive incremental usage

- Display, Display, Display!
  - 62% of Decorating sales are sold at Holiday
- Meet the consumer where they're shopping with digital & social activation strategy



- Strong collaboration across total Betty Crocker brand
- Social & Digital Activation, leveraging reach of Betty Crocker brand
- Promotional & Online Engagement strategy

# Betty Crocker Is The Most Productive Brand During Holidays



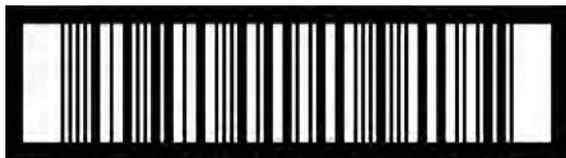
# Everyday Displays



# BC All American Shipper – 33171 (SAP 111714)



Product Number	Product Description	Pieces Per Display
70004	Betty Crocker Cookie Icing - White	4
70002	Betty Crocker Cookie Icing - Blue	4
70003	Betty Crocker Cookie Icing - Red	4
82406	Betty Crocker Decorating Tips - 8 Pack	6
27386	Betty Crocker Decorating Icing - Blue	4
27384	Betty Crocker Decorating Icing - White	4
27383	Betty Crocker Decorating Icing - Red	4
71020	Betty Crocker Sugar - Red	12
71014	Betty Crocker Sugar - Blue	12
71042	Betty Crocker Red, White and Blue Sprinkles Mix	8
82187	Betty Crocker Cupcake Gems - Patriotic Pearls - DrkB/Red/White	8
	Total Pieces	70



4 00 71169 33171 5

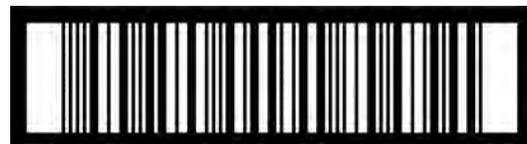
Assembled  
Dimensions  
Depth: 15.50"  
Width: 18.25"

\*Render only; Not final display graphics

# BC All American PDQ – 31214 (SAP 110859)



Product Number	Product Description	Pieces Per Display
71020	Betty Crocker Sugar - Red	6
71014	Betty Crocker Sugar - Blue	6
71042	Betty Crocker Red, White and Blue Sprinkles Mix	6
76000	Betty Crocker Gel Food Color - Classic	7
70003	Betty Crocker Cookie Icing - Red	5
70004	Betty Crocker Cookie Icing - White	5
70002	Betty Crocker Cookie Icing - Blue	5
	Total Pieces	40



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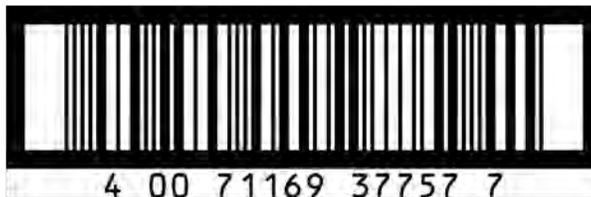
# Betty Crocker Bright Confetti Tub 64 ct Shipper- 37757 (SAP 114499 )



Product Number	Product Description	Pieces Per Display
36684	Betty Crocker Bright Confetti Tub (7.5 oz size)	64
	Total Pieces	64



Assembled  
Dimensions  
Depth: 23.50"  
Width: 19.38"



# Betty Crocker Festive Fixings– 36664 (SAP 113281)

Product Number	Product Description	Pieces Per Display
71201	Betty Crocker Rainbow Sprinkles (10.5 oz size)	72
	Total Pieces	72



4 00 71169 36664 9

Assembled  
Dimensions  
Depth: 23.50"  
Width: 19.38"

\*Render only; Not final display graphics

# BC Sweet Toppings Shipper – 79172 ( SAP S7917200)



Product Number	Product Description	Pieces
71200	Betty Crocker Sweet Toppings - Chocolate Sprinkles	26
71201	Betty Crocker Sweet Toppings - Rainbow Carousel Mix	38
	<b>Total Pieces</b>	<b>64</b>



4 00 71169 79172 4

Assembled  
Dimensions  
Depth: 22.00"  
Width: 19.25"



\*Render only; Not final display graphics

# BC Everyday Thematics Shipper – 38478 (SAP 114926)

Betty Crocker™

New product assortment to include innovation!

Product Number	Product Description	Pieces
32278	Betty Crocker Premium Unicorn Candle	6
32277	Betty Crocker Premium Mermaid Candle	6
36215	Betty Crocker Premium Dinosaur Candle	6
32275	Betty Crocker Premium Super-Hero Candle	6
32253	Betty Crocker Super-Hero Fusion Décor Pouch	6
32252	Betty Crocker Unicorn Fusion Décor Pouch	6
32251	Betty Crocker Mermaid Fusion Décor Pouch	6
36216	Betty Crocker Dinosaur Fusion Décor Pouch	6
32280	Betty Crocker Glitter Gel Magical Color	10
32279	Betty Crocker Glitter Gel Comic Color	10
	Total Pieces	68



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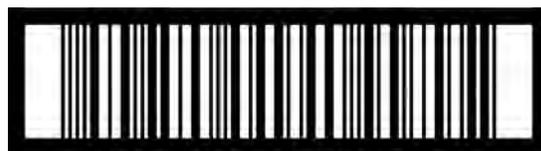
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 Height: 41.50"



# BC Birthday Shipper – 33522 (SAP 111909)



Product Number	Product Description	Pieces
27386	Betty Crocker Decorating Icing - Blue	4
27387	Betty Crocker Decorating Icing - Pink	4
27384	Betty Crocker Decorating Icing - White	4
27383	Betty Crocker Decorating Icing - Red	4
81058	Betty Crocker 4pk Writing Icing - Classic	6
30535	Betty Crocker Metallic Happy Birthday Candle	6
30534	Betty Crocker Metallic YAYCandle	6
30580	Betty Crocker Rainbow Happy Birthday Candle	12
33389	Betty Crocker 7 oz Tub Sprinkles - Unicorn Mix	12
82406	Betty Crocker Decorating Tips Variety Pack	6
	Total Pieces	64



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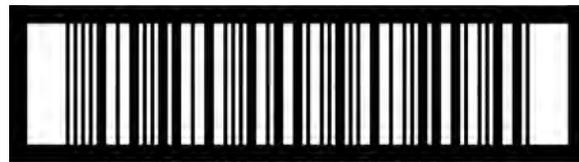
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Width: 18.25"

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# BC Parlor Perfect Shipper – 27711 ( SAP 109146)



Product Number	Product Description	Pieces
71400	Betty Crocker Confetti Sprinkles	24
26445	Betty Crocker Rainbow Nonpareils	6
71403	Betty Crocker Chocolate Sprinkles	18
	Total Pieces	48



4 00 71169 27711 2

Assembled  
Dimensions  
Depth: 19.00"  
Width: 18.25"

\*Render only; Not final display graphics



# BC Gel Food Color Classic PDQ – 23792 (SAP 106851)



Product Number	Product Description	Pieces
76000	Betty Crocker Gel Food Color - Classic	24
	Total Pieces	24



4 00 71169 23792 5

Assembled  
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Width: 13.13"

\*Render only; Not final display graphics

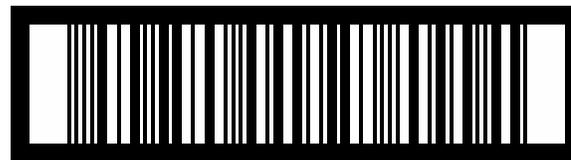


# BC Classic/Neon Gel Food Color PDQ Tray – 36462 ( SAP 113246)



Product Number	Product Description	Pieces Per Display	UPC
76000	Betty Crocker Gel Food Colors - Classic	12	0 71169 76000 5
76010	Betty Crocker Gel Food Colors - Neon	12	0 71169 76010 4
	Total Pieces	24	

Assembled  
Dimensions  
Depth: 6.38"  
Width: 17.13"



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# BC Assorted Gel Food Color PDQ Tray – 32398 (SAP 11376)



Product Number	Product Description	Pieces Per Display
76000	Betty Crocker Gel Food Colors - Classic	12
76010	Betty Crocker Gel Food Colors - Neon	6
28649	Betty Crocker Gel Food Colors - Pastel	6
	Total Pieces	24



4 00 71169 32398 7



\*Render only; Not final display graphics



# BC Assorted Flavored Sugar PDQ – 39901 (SAP 115404 )



Product Number	Product Description	Pieces	UPC
39049	Betty Crocker Flavored Sugar- Cinnamon Roll	5	0 71169 39049 3
39397	Betty Crocker Flavored Sugar- Lemon Twist	5	0 71169 39397 5
39051	Betty Crocker Flavored Sugar- Salted Caramel	5	0 71169 39051 6
39052	Betty Crocker Flavored Sugar- Vanilla Bean	5	0 71169 39052 3
39399	Betty Crocker Flavored Sugar- Pumpkin Spice	5	0 71169 39399 9
39054	Betty Crocker Flavored Sugar- Peppermint	5	0 71169 39054 7
	Total Pieces	30	

Assembled  
Dimensions  
Depth: 11.13"  
Width: 10.00"

