



*Food Truck Project*

*Hand Cakes*

*By Desiree, Nadiyah, Hunter, and Arianna*

*Products are ..*

- *Desserts*
- *That are reasonably priced*
- *Made so the whole family has something to enjoy*

# *What Makes Us Different*

- *Hand cakes themselves are unique to our business*
- *We offer a variety of other gourmet products at a rock bottom price*
- *Along with having our own app so you can find us anywhere*
- *And if you check in on it you get a free cupcake*

# Menu

- *Macarons*
- *Cupcakes*
- *Brookies*
- *Cake Pops*
- *Hand Cakes*



# Ingredients

- *Hand cakes* - 2 cups all-purpose plain flour, 1/4 cup granulated sugar or sweetener, 4 teaspoons baking powder, 1/4 teaspoon baking soda, 1/2 teaspoon salt, 1 1/2 cups milk (plus up to 1/4 cup extra if needed), 1/4 cup butter, melted, 2 teaspoons pure vanilla extract, 1 large egg
- *Cupcakes* - 2 sticks butter, 10 1/2 ounces dark chocolate, chopped, 3 eggs, beaten, 1 teaspoon pure vanilla extract, 2 1/2 cups flour, 2 cups sugar, 1 1/2 teaspoons baking soda, 1/2 teaspoon salt, 2 tablespoons bourbon (optional), 1 cup cherry preserves, Confectioners' sugar, for dusting, 1 24 ounce jar pitted sour cherries
- *Macarons* - 1 3/4 cups powdered sugar, 1 cup almond flour, finely ground, 1 teaspoon salt, divided, 3 egg whites, at room temperature, 1/4 cup granulated sugar, 1/2 teaspoon vanilla extract, 2 drops pink gel food coloring
- *Vanilla Buttercream* - 1 cup unsalted butter, 2 sticks, at room temperature, 3 cups powdered sugar, 1 teaspoon vanilla extract, 3 tablespoons heavy cream
- *Brookies* - *Cookie Layer*: 1/2 cup butter, softened, 1/2 cup light brown sugar, 1/4 cup white sugar, 1/2 teaspoon vanilla extract, 1 egg, 1 1/4 cups all-purpose flour, 1/2 teaspoon salt, 1/2 teaspoon baking soda, 1 cup semisweet chocolate chips, *Brownie Layer*: 1 cup white sugar, 1/2 cup butter, melted, 1 teaspoon vanilla extract, 2 eggs, 1/3 cup cocoa powder, 1/2 cup all-purpose flour, 1/4 teaspoon baking powder, 1/8 teaspoon salt

# Competitors

Product	Competitor 1	Price at competitor 1	Competitor 2	Price at Competitor 2	Competitor 3	Price at Competitor 3	My price
Cake pops	Starbucks	\$ 1.95-3.50	XOXO Cake Pops, Inc	\$ 1.90	The Cake Pop Shop	\$ 2.00	\$ 1.50
Cupcakes	The Cupcake Shoppe LLC	\$3.95	Big Man Bakes	\$2.00	Georgetown Cupcakes	\$3.50	4.50
Macaroons	Vanilla Bake Shop	\$2.60	Ketsourine Macarons	\$2.25	Royal Macaon	\$2.75	\$3.00
Hand cakes	IHOP	\$8.30	McDonald's	\$5.00	Denny's	\$10.29	\$5.00

# *Places*

- *Parties / Events / Catering*
- *California*
- *Special Events: Coachella, Hempcon, Rolling Loud Music Festival*



## *Prices \$*

- *Macarons: \$3.00*
- *Cupcakes: \$4.50 regular*
- *Brookies: \$3.00*
- *Hand Cakes: \$5.00*
- *Cake Pops: \$1.50*

# *Promotions*

- *Flyers with our own app - Hanging up flyers around different areas every 2 days for 6 weeks*
- *Free cupcake if you check in at one of our trucks through our app - Ongoing promotion*
- *Instagram- Cupcake of the week every Monday for 2 months*
- *Twitter- 4 tweets a day*
- *Snapchat- showing locations for whenever we move*

