

why cupcakes?

The Product

Cupcakes has been baking fresh daily since the first day on April 12, 2002. In only 9 years, Cupcakes by Heather & Lori has become a leader in the cupcakes retail bakery industry. At Cupcakes, we continue to use simple basic ingredients that set us apart from the competition in taste, value and presentation.

The Brand

The Cupcakes trademark has been globally recognized as the original cupcakes bakery. It has also the Cupcakes Bakery featured on the hit reality TV Show called, 'The Cupcake Girls' on the W Network. The TV Show airs in 80 countries worldwide, including the USA, Asia, and Latin America. The Cupcakes brand stands for fun, hip, youth, nostalgia, and celebration! Currently the brand is consistently leveraged throughout the bakery on packaging, hats, apparel, bottled water, retail merchandise, and on the TV Show 'The Cupcake Girls'.

The Opportunity

Cupcakes aggressive growth strategy includes expanding nationwide and into the USA starting 2013. Cupcakes is now seeking strong potential candidates for Franchises and Area Development across Canada. The objective is to establish Cupcakes Bakeries in strategically chosen communities throughout North America and beyond.

The Commitment

Cupcakes has a commitment to every customer. We want to preserve the nostalgic retail culture in every Cupcakes bakery while maintaining the 'Icing on the Cake' customer experience. The 'Icing on the Cake' customer service program was created in-house. Every employee, every department and every franchisee is encouraged to practice the 'Icing on the Cake' Cupcakes standard so they too can discover, experience and celebrate the Cupcakes commitment with every customer.

Cupcakes allegiance with the community is another commitment. The commitment to the community is a Cupcakes' core value and Cupcakes chooses to be actively involved thru various community groups, schools and programs to enhance the exposure and provide support.

The Celebration

Cupcakes mission is to celebrate everyday! Cupcakes celebrates all company successes with its employees, managers and franchisees.

