



# Celebration Starts Here.

## Funfetti® Dessert Solutions

For more than 30 years, Funfetti® has put the fun into your celebrations. A surprising sprinkle of color brings happiness and excitement to transform any occasion – big or small, birthday or week day – into a special, fun-filled memory. From cakes to cheesecakes, Funfetti® dessert solutions for in-store bakeries deliver colorfully sweet indulgence and the magic of nostalgic joy. Because every occasion deserves a fun celebration.



**\$105  
MILLION**

Funfetti® has doubled in growth from 2019 to 2022 into a \$105 million brand.

IRI, National Consumer Panel

People that are familiar with Funfetti®, with Millennials and Gen Z making up the majority.

Datassential Menu Trends, 2025

**57%**



**67%**

People that have tried Funfetti® that like or love it.

Datassential Menu Trends, 2025



# Sprinkle On The Fun.

## Funfetti® Fully Finished Solutions

### A Familiar Favorite

Draw attention and drive sales with a well-loved, trusted brand, established for over 30 years.

### From A Birthday – To A Week Day

Make every moment magical with our any-occasion-worthy desserts, like our fully finished Funfetti® 1/4 Sheet Cake and Funfetti® Cheesecake, that add a colorful splash of fun.

### Save Room For Fun

All Funfetti®s fully finished solutions are filled with the nostalgic, fun flavors you know and love – buttery vanilla, sweet sugar and rainbow sprinkles.

### Ultimate Convenience

Our fully finished solutions come fully baked and ready to personalize or finish – saving you time and labor.

PC	PRODUCT DESCRIPTION	PACK/SIZE	SHELF LIFE FROZEN/ REFRIGERATED/AMBIENT
24669	<a href="#">Funfetti® Ice Cream Cake</a>	4/26.08 oz.	210/0/0 Days
22921	<a href="#">Funfetti® 1/4 Sheet Celebration Cake</a>	4/50 oz.	365/5/5 Days
22595	<a href="#">6" Fully Finished Funfetti® Cheesecake</a>	8/24 oz.	365/5/0 Days
22449	<a href="#">Funfetti® Message Cookie</a>	16/11.4 oz.	365/0/5 Days



**FUNFETTI® 1/4 SHEET CAKE**  
White cake loaded with colorful candy bits and finished with Buttercream icing and sprinkles!



**FUNFETTI® ICE CREAM CAKE**  
Cake flavored ice cream with colorful candy bits layered beneath Funfetti® cake, topped with creamy whipped topping and decorated with colorful sprinkles! Retail-ready.



**FUNFETTI® CHEESECAKE**  
Classic, creamy cheesecake with colorful candy bits and birthday cake flavor, drizzled with decorative cream cheese icing – ready to slice and serve!



**FUNFETTI® MESSAGE COOKIE**  
An oversized baked sugar cookie filled with colorful candy bits and birthday cake flavor, ready for any personalized message and icing finishing touches!

# Funfetti® Grab-and-Go Solutions

Treat yourself (and maybe a friend) with our retail-ready, individually packaged Funfetti® cheesecake slices and cake parfaits. Offer shoppers instant indulgence with zero time or labor on your end with our portioned offerings in one of America's favorite nostalgic flavors – all individually packaged and retail-ready or ready to serve!



PC	PRODUCT DESCRIPTION	PACK/SIZE	SHELF LIFE FROZEN/ REFRIGERATED/AMBIENT
22596	Fully Finished Funfetti® Cheesecake Slice In Sleeve	24/3.25 oz.	365/5/0 Days
23635	Funfetti® Cake Parfait	8/3.7 oz	365/10/5 Days
23930	Funfetti® Mega Cheesecake Slice	8/7.5 oz	365/5/0 Days



## FUNFETTI® CHEESECAKE SLICES

Portioned cheesecake slices, filled with colorful candy bits and birthday cake flavor, and drizzled with decorative white icing. Choose our Mega size slice for colossal cravings.



44%

of dessert consumers say individual portion size is an important factor in dessert selection.

Datassential Desserts Keynote, 2023



## FUNFETTI® CAKE PARFAIT

Our Cake Parfait Cups feature white cake with colorful candy bits and come topped with delicious icing and sprinkles.





# Bring The Magic.

## Funfetti® Ready-to-Finish Uniced Cakes

Fully baked with colorful candy bits and birthday cake flavor, our uniced cakes come ready for your finishing touches – whether it's creating colorful masterpieces or simple designs ready for personalization. Available in 5" rounds and 1/2 sheets, these cakes are the perfect fun, colorful canvas for your next creation.

PC	PRODUCT DESCRIPTION	PACK/SIZE	SHELF LIFE FROZEN/ REFRIGERATED/AMBIENT
23586	Funfetti® Uniced 1/2 Sheet Cake	5/58 oz.	365/5/5 Days
25052	Funfetti® 5" Uniced Round Cake Layer	48/4.6 oz.	365/5/5 Days

## Funfetti® Bettercreme®

### A Sprinkle of Magic

Deliver the light, smooth and whipped texture of Bettercreme that consumers and operators love – combined with the colorful magic of rainbow sprinkles already mixed in!

### Party-Ready Versatility

Versatile for a variety of applications, Funfetti® Bettercreme can help you bring to life any dessert you can dream of – with sweet, colorful fun in every bite.

### Easy Does It

Decorator preferred for ease of use, superior yield and ability to decorate more in less time. Just thaw, and get spreading, scooping or piping to bring the party!

PC	PRODUCT DESCRIPTION	PACK/SIZE	SHELF LIFE FROZEN/ REFRIGERATED/AMBIENT
22749	Funfetti® Bettercreme, 9-lb. Pail	1/9 lbs.	540/7/5 Days

**FUNFETTI® 5" UNICED  
ROUND CAKE LAYER**  
Create Instagrammable  
layered cakes with these  
stackable cake rounds!



**FUNFETTI® UNICED  
½ SHEET CAKES**  
Serve as a ½ sheet for  
large gatherings, a ¼  
sheet, a bar cake  
or by the slice!

**FUNFETTI®  
BETTERCREME**  
Decorate everything  
from cookies to cakes,  
cupcakes and more!

