

Cupcakes

& OTHER GOOD STUFF



WHY CUPCAKES?

The Product

Best friends, Heather and Lori, founded Cupcakes back in 2002. Throughout the years, they explored and introduced an array of seasonal flavours, as well as, creating all-time favourites. While exploring the idea to make Cupcakes the best go-to destination for special and every day moments, they created a new selection of desserts to satisfy your sweet tooth cravings.

We are excited to share other good stuff. Enjoy our new offerings of cookies, cakes, ice creams and even coffee drinks to create endless possibilities for your dessert cravings.

Cupcakes has been baking fresh daily since the first day and we continue to use simple natural 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 all started out as an idea, a vision of a place and time when things were simple and pure. Today, our new look is the next evolution of who we are – it's all about the Good Stuff!

Cupcakes is a place where you find the comforts of freshly baked goods and take a moment to pause and enjoy. We celebrate sunny days, rainy days, Mondays, Birthdays, and everything else in between. Our focus starts with a perfectly made treat, but our care continues beyond. It's about friendship, positivity and connection. We offer Cupcakes & Other Good Stuff.

The Opportunity

Cupcakes aggressive growth strategy includes expanding nationwide and into the USA. 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, sharing laughter, making new friends and building a community.

Our Intention: To inspire and excite positive energy in everyone - one dessert treat at a time.

Our Ambition: To be the premier destination of handcrafted desserts while maintaining the highest standard of quality, innovation and service.

CUPCAKES & OTHER GOOD STUFF

www.originalcupcakes.com

Cupcakes

& OTHER GOOD STUFF



We Are

Integrous

We will uphold high standards for our product and service to create a warm and happy place.

Natural

We always use fresh and natural ingredients whenever possible so our customers can be assured on the quality of our products.

Fresh

Our products are handcrafted fresh daily to bring the freshest and most flavourful desserts for our customers.

Innovative

We strive to design and create creative desserts that bring a sense of comfort and excitement.

Inspiring

We engage and inspire our team, our customers and our neighbourhoods. We laugh with and share positive energy.

Fun Is Our Main Ingredient!