

## Neuroblastoma Parent Group Bake Sale Tip Sheet

### **Public Health Code has two specific demands on Bake Sale items out of TCH...**

#### **-Items should be individually wrapped**

This means that we wrap items as they are intended to be sold – a whole cake is fine, slices of cake are fine – just wrap them before arrival time, rather than slicing and serving on site. You can package together groups of three cookies, single cookies, single brownies, single bars, etc. Some bakers package 4-packs of cupcakes. All of these options work well, just be sure they are packaged in the units in which they will be sold.

#### **Label item and indicate whether or not the item has nuts**

Since nut allergies are common, especially in childhood, and some of the families that we will be serving have medically delicate children, this is important. Some bakers make labels by hand, some have found it easier to print labels up on a computer. Either option is fine. A great label will have the name of the item, whether or not it has nuts, and a price.

#### **Other tips from Sale Day**

**Pricing** - a lot of bakers are unsure how to price items to sell. There is a lot of range.

But, it is helpful for us to have the items pre-priced. Here are some suggestions –

3 med/large cookies for \$2.50 (less for small cookies)

Brownies at about \$0.50 - \$1 each

Cupcakes at about \$1.50 each

Loaves and breads range with a starting price of about \$7 (mini loaves \$3-4)

Cakes and pies really range. They can go from \$10 - \$12 all the way up.

Please take into consideration your time and special ingredients you use in setting prices – if you take extra time, or use special ingredients, these baseline prices should go up. We have a wide range of customers on sale day – some will look for the lower-priced items, whereas others will be willing to spend quite a bit more.

**Packaging** - From what I have observed, the sturdier the packaging, the more likely the item is to sell quickly. This is especially the case for cakes and pies. If the cake or pie looks absolutely fabulous, but the packaging is somewhat precarious, it doesn't sell as fast. You should be able to pick up specific cake boxes at your grocer's bakery. Or, there are many aluminum foil-type pans with clear lids available at the grocery store. When bakers use these types of packages, the items tend to sell very quickly. Package cupcakes in groups of 1 – 3.

It also seems that items that are packaged in very clear packages sell more quickly than darker, even more decorative wrap. You can buy clear plastic bakery bags at places like Michael's with decorative twist ties. But – we've noticed that even items placed in zip lock sandwich baggies tend to sell well. The buyers seem to like to be able to clearly see what they are buying, and they like to be able to walk away with it in a sturdy container.