



The Wilton Method  
OF CAKE DECORATING  
[www.wilton.com](http://www.wilton.com)



# Kids Cupcake Class

## STORE PACKET



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# CLASS OPERATIONS

The following recommendations are suggested by Wilton, but may be superseded by other arrangements made with your account's HQ.

SPECIAL NOTE: ALL DOLLAR AMOUNTS ARE QUOTED IN US DOLLARS.

## Duration of Class

One 2-hour session. This is the amount of time needed for your customers to have a wonderful and fulfilling experience.

## Suggested Tuition

\$15.00 -- class supplies not included Your Instructor will want to confirm this well in advance, so that she/he can **tailor** any **flyers & take ones** you might need. Please be sure the Instructor also updates the **registration form** (page 4), should this be something you're using.

## Instructor Pay

\$60.00 US

## Recommended Class Size

Maximum 10 (Individual store guidelines may apply)

## Recommended Age

8-14 (Parents should stay in the store while their child is in class)

## Use of FLYERS and TAKE-ONES

Please contact your Wilton class marketing supervisor for materials to promote the class.

## Class Outline

Timing	SEGMENT
5 Minutes	<b>Introduction</b>
5 Minutes	<b>Wilton Ready-to-Use Icings</b>
15 Minutes	<b>How to Prepare Disposable Bag</b>
15 Minutes	<b>How to Ice Cupcakes with Spatula</b>
10 Minutes	<b>How to Make Pull-out Stars</b>
10 Minutes	<b>How to Make Dots and Lines</b>
10 Minutes	<b>How to Make Rosettes</b>
10 Minutes	<b>How to Make Leaves</b>
10 Minutes	<b>Using Wilton Decorating Accessories</b>
25 Minutes	<b>Students Decorate Cupcakes</b>
5 Minutes	<b>Wrap-up and Clean-up</b>



# SAMPLE IN-STORE ANNOUNCEMENT Cupcake Class

**ANNOUNCER:**

**Parents, do your kids need some excitement this summer? Sign them up today for a special Wilton one-session cupcake class. This 2-hour class will introduce them to some of the basic skills of cake decorating as they decorate cupcakes. Don't miss this opportunity. Sign-up today in/at the \_\_\_\_\_(location)\_\_\_\_\_. Class size is limited!**

**REPEAT ANNOUNCEMENT!**



# Kids Cupcake Class Registration Form

Give cake decorating a try with Wilton's 1-lesson Cupcakes Class. This 2-hour class will introduce you to some of the basic skills of cake decorating as you try your hand at decorating cupcakes. Don't miss this opportunity to discover the fun of cake decorating. Recommended Age 8-14 (Parents should stay in the store while their child is in class)

**Only \$15.00 US**

**Store Name:** \_\_\_\_\_

**Class Date:** \_\_\_\_\_

**Class Time:** \_\_\_\_\_

## SUPPLY LIST

**Please bring the following items with you to class:**

- This Registration Form with receipt attached

### Essential Decorating Supplies:

- 1 25-piece Cake Decorating Kit (**Wilton item #2104-2536**) **OR** the following Wilton product:  
Tips 3, 16, 32, 104 and 352, 12 disposable decorating bags, 2 couplers, icing colors of your choice
- 1 Container Wilton Decorator Icing – White (**Wilton item #710-118**)
- 1 Small Angled Spatula (**Wilton item # 409-6012**)

### Essential Supplies to be brought from home:

- 5-6 Standard size cupcakes (home-baked or un-iced store bought) in appropriate container to transport
- 3 Dampened reusable disposable clothes (ie: Handi-wipes®)
- 1 Roll of waxed paper
- 3 Gallon size plastic bags to carry home soiled equipment
- 6 Small bowls or disposable cups (about 16 oz. size) to thin and color icing
- Apron
- Scissors
- Toothpicks
- Water bottle
- Tape
- Small brown lunch bag
- Bath towel

### Additional optional supplies:

- Wilton Sprinkles – your choice of design
- Wilton Tube Icing – your choice of color
- Wilton Decorator Icing – Chocolate

### **Pre-Registration Required**

**STORE ASSOCIATE - Please staple PAID receipt for class here.**



# Kids Cupcake Class

## In-store Sign-up Log

(Optional -- for store's convenience)

STORE MANAGER: Use this form as a record of the people who have signed up for this class. As each person makes paid registration, have them keep their individual registration form as a reminder. We suggest you attach the receipt to the form. We suggest you keep this sign-up log, as a record for your staff.

**Store Name:** \_\_\_\_\_

**Class Date:** \_\_\_\_\_

**Class Time:** \_\_\_\_\_

CLASS MAXIMUM IS 10  
Recommended Age: 8-14

#	NAME	PHONE #	Registration paid on	Received by
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				



## FEATURES AND BENEFITS OF IMPORTANT PRODUCTS SHOWN IN CLASS

WMIs teaching this class must know the features and benefits of all the recommended products. This guide summarizes that information. For further detail, we recommend the Wilton Yearbook.

PRODUCT	FEATURES AND BENEFITS
25 Piece Cake Decorating Set	perfect for this class, includes bags, tips, couplers, and colors
Cupcakes 'N More Dessert Stands	the perfect way to display cupcakes and individual desserts. Available in a variety of sizes and shapes for today's celebrations
Ultimate 3-In-1 Cupcake Caddy	convenient way to store and carry cupcakes, cakes, and other desserts. Exclusive reversible tray which holds 12 or 24 cupcakes
Color Mist™	food color spray gives decorators the versatility and dazzling effects of airbrush. 8 colors available
Jumbo Confetti Sprinkles	big and bold decorations are perfect for decorating cupcakes and cakes
Muffin Pans	variety of sizes: mini, standard, jumbo, and king to meet all decorating needs
Coupler	2 piece plastic device makes interchanging tips easy - may be used with Featherweight, Disposable, and Parchment Decorating Bags
Decorating Tips	made of nickel-plated brass - rust proof and dishwasher safe - durable, seamless design creates precise designs for all your decorating needs
Disposable Bags	strong single use bags provide easy clean up - transparent plastic bag allows easy color identification -also great for working with Candy Melts
Icing Colors	concentrated, will not thin icing - 30 colors to chose from - available individually or in kits
Parchment Roll	professional grade - silicone treated - safe to 450° - double roll contains 41 square feet
Ready-To-Use Decorator Icing	convenient, time saving and good tasting - pure white color - may be thinned with water or stiffened with powdered sugar - approximately 2 cups per container - easily tinted
Spatulas	contoured handles available in large and small w/ angled, straight , or tapered blade
Tube Decorating Gels	add shimmer accents, colorful highlights and sparkles with these transparent gels
Tool Caddy	makes organizing and transporting cake decorating supplies convenient and easy - storage trays and compartments perfect for all decorating tools and supplies
Tube Decorator Icing	convenient to use - available in white and 9 other popular colors - may be used with all standard size Wilton decorating tips
Cupcake Fun Publication	over 150 ideas and inspiration to create cupcakes for all occasions
<b>Wilton Yearbook</b>	annual publication filled with decorating ideas, includes instructional section and a full line catalog



# Wilton Cupcake Product List

This list details the required product to complete this class, as well as optional product recommended to increase retail sales. It also highlights what the product is used for in this class.

Product should be ordered at least 12 weeks before class.

Stock Number	Quantity	Description	Use in project	In Stock As of
<b>REQUIRED PRODUCT</b>				
2104-2536	12	25 Piece Cake Decorating Set	used to decorate cupcakes	
409-6012	12	9" Angled Spatula	used to decorate cupcakes	
2104-358	12	Disposable Decorating Bags 12ct	used to decorate cupcakes	
710-118	12	RTU Decorator Icing-White	used to decorate cupcakes	
601-5127	12	Primary Icing Colors	used to color icing	
307-826	6	Cupcakes 'N More Dessert Stand	used to display cupcakes in a festive manner	
902-795	12	Cupcake Fun Publication	used as inspiration and reference for projects	
415-422	6	Cupcake Heaven Standard Cups	used to bake cupcakes	
415-2505	12	White Standard Cups	used to bake cupcakes	
415-394	6	Pastel Standard Cups	used to bake cupcakes	
710-029	6	Jumbo Confetti Sprinkles	used to embellish	
710-772	6	Rainbow Nonpareils	used to embellish	
<b>THE FOLLOWING PRODUCTS ARE RECOMMENDED TO GENERATE HIGHER PRODUCT SALES</b>				
2105-9958		Ultimate 3-In-1 Cupcake Caddy	used to store and transport cupcakes	
2105-9921		6-Cup King-Size Muffin Pan	used to bake large cupcakes	
2105-955		Jumbo Muffin Pan	used to bake large cupcakes	
1701-		<b>Current Yearbook</b>	the most complete idea and resource book for decorators	



# Kids Cupcake Class Seasonal or

# Theme Product Variations

This list details required product and substitutions that can be used to adapt this class to a specific season, holiday, or theme. As you prepare to offer seasonal classes be sure that you confirm that all products needed are included in your stores assortment. Offering classes with a seasonal theme is a perfect opportunity to attract former students to come back and enjoy another Wilton Class. It is also a sure way to attract new students who just want to try it. Refer to the current Wilton Yearbook for inspiration!

<i><b>Holiday or Theme</b></i>	<i><b>Product Used</b></i>						
	<i><b>Primary Icing Colors</b></i>	<i><b>Color Mist</b></i>	<i><b>Cupcake Heaven Standard Cups</b></i>	<i><b>White Standard Cups</b></i>	<i><b>Pastel Standard Cups</b></i>	<i><b>Jumbo Confetti Sprinkles</b></i>	<i><b>Rainbow Nonpareils</b></i>
VALENTINES	Valentine Icing Colors	Pink/Red/Violet	Love Heart	Heart Silicone	Snappy Stripes	Jumbo Heart Confetti	Valentine Nonpareils
SPRING/EASTER	Easter Icing Colors	Yellow/Green Pink/Violet	Spring Party Cups	Pastel Silicone		Jumbo Daisy Confetti	Colored Egg
GRADUATION			Smiley Grad	Graduation	Silver/Gold	Jumbo Diamonds	Solid Nonpareils
PATRIOTIC		Red/Blue	Old Glory	Patriotic Stars	Silver/Gold	Red/Blue Sugar	Patriotic Nonpareils
FALL	Autumn Icing Color	Orange/Yellow	Harvest Baking	Autumn	Gold	Jumbo Leaves	Autumn Pumpkin
HALLOWEEN	Halloween Icing Color	Purple/Orange	Happy Haunters	Purple/Orange Silicone	Boo! Scary	Jumbo Ghost	Halloween Nonpareils
CHRISTMAS	Christmas Icing Color	Red/Green	Santa Baking	Shiver Snowman	Silver/Gold	Jumbo Trees	Holiday Nonpareils
HANUKKAH		Yellow/Blue	Silver/Gold	Snowflake		Yellow/Blue Sugar	White Nonpareils
ALWAYS	The <a href="#"><u>Wilton Yearbook</u></a> is the perfect accessory for all your food crafting projects!						