



Surprise...



Phase I

Brand Positioning Campaign

2012 - 2013

Surprise... it's here!



Satin Ice Fondant is a premium quality, non-stick, pliable icing which may be rolled out by hand using a rolling pin or by a mechanical sheeter. Satin Ice produces a satin smooth elegant finish to any cake. It may be used as a modeling paste to create decorative pieces, and is the ideal cake covering used to cover wedding, novelty and special occasion cakes.

*Creating is a beautiful part of life,
sharing creates lasting memories.*



Strategic Advantage

What sets Satin Ice apart from the rest?



Surprise...

it's premium

it's easy

it's affordable

it's creative

it's fun

it's beautiful

it's delicious

it's from the heart.

Surprise... it's easy!



Satin Ice Fondants make it easy to create anything your imagination can dream up.

Create and share your magic.





Creating makes smiles.



Surprise... it's affordable!

Satin Ice is an affordable, premium cake covering anyone can use. It makes any cake look like a million bucks.

Affordable for everyone.





Commercial & Retail

Satin Ice offers a wide variety of premium colors and flavors. You are sure to find the variety that is just right for your business or special celebrations.

Roll out the magic.



A wide variety to stretch your imagination.



Vanilla & Chocolate



Surprise... it's creative!



Create memorable, personalized wedding cakes & other novelty items with Satin Ice Fondant.

*Create memories that
will last a lifetime.*



Surprise... it's fun!

Anyone can create specialized, cakes & other novelty items for any occasion with Satin Ice Fondant. It's a fun way to give or receive.

Make any occasion a special one.



Surprise... it's delicious!



Satin Ice offers a wide variety of premium flavors and colors to make your creation stand out.

Everybody loves delicious.





Surprise... it's beautiful!



Your love is special,
your wedding cake
should be just as
special. We can help
you make your dream
cake come true.

Make a statement of love with Satin Ice.







Surprise...

dreams do come true!



Surprise... it's from the heart.



some personalized talk about the company, it's history & the people who make the product...yadiyadiyada.