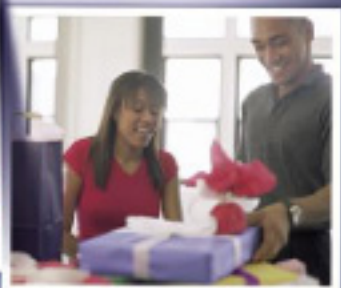




Tastykakes make the Sweetest Gifts!



We at Tastykake® are proud to offer the finest gift collections!



Classic Collection

Our assortment of delicious, top selling favorites!

Butterscotch Krimpets®, Jelly Krimpets®, Chocolate Juniors®, Cream Filled Buttercream Cupcakes, Peanut Butter Kandy Kakes®, Chocolate Cupcakes, Cream Filled Koffee Kake Cupcakes, Powdered Sugar Mini Donuts and Rich Frosted Mini Donuts.

Large: 28 packages for \$34.95

Small: 11 packages for \$19.95

Chocolate Lovers Collection

For the chocolate lover in all of us!

Chocolate Cupcakes, Chocolate Juniors, Peanut Butter Kandy Kakes, Cream Filled Chocolate Cupcakes, Rich Frosted Mini Donuts, Chocolate Lovers Cupcakes, P.B. and Chocolate Creamies™ and Fudge Snak Bars.

Large: 34 packages for \$34.95

Small: 12 packages for \$19.95



Sugar Free Sensables™

This assortment features all the great things you love about Tastykakes, but Sugar Free!

Chocolate Chocolate Chip Finger Cakes, Lemon Poppy Finger Cakes, Orange Finger Cakes, Chocolate Chip Finger Cakes, Chocolate Chip Cookie Bars, Chocolate Chocolate Chip Cookie Bars and Chunky Peanut Butter Cookie Bars.

14 packages for \$23.95



Collector Tins

Nostalgia collecting is a hobby not just for collectors, but also artists, historians and just about anyone who loves the images of their childhood. These historical designs and art date back to 1914.

Old-Time Photo Collector Tin

Tin design is a collage of early advertising and display artwork. Includes beautiful 4 color lithograph tin with Butterscotch Krimpets, Chocolate Cupcakes, Chocolate Juniors and Peanut Butter Kandy Kakes

10 packages + Tin for \$24.95



Pleasant Dreams Collector Tin

Tin design is based on original Tastykake store-window artwork. Includes beautiful 4 color lithograph tin with Butterscotch Krimpets, Chocolate Cupcakes, Chocolate Juniors and Peanut Butter Kandy Kakes.

10 packages + Tin for \$24.95

Season's Greetings Collector Tin

Caroling Tastykake original bakers singing the praises of our delicious kakes adorn this tin. Includes beautiful 4 color lithograph tin with Butterscotch Krimpets, Chocolate Cupcakes, Chocolate Juniors and Peanut Butter Kandy Kakes.

10 packages + Tin for \$24.95



The perfect gift or "Thank You" for that special someone or client!



Holiday Krimpet Ornament Collection

A ho-ho-huge assortment of holiday and classic Tastykakes with a Butterscotch Krimpet ornament... sure to dazzle!

Includes limited edition hand crafted glass Krimpet ornament with Santa Snacks™, Kringle Kakes®, Peppermint Kandy Kakes, Butterscotch Krimpets, Chocolate Cupcakes, Chocolate Juniors, Peanut Butter Kandy Kakes, Jelly Krimpets and Cream Filled Buttercream Cupcakes.

Large: 30 packages + Krimpet Ornament for \$39.95

Available December 1st-January 31st ONLY

Not available to ship until 11/28/05

Golf Collection

Great gift for the Tastykake and golf lover!

Includes high quality Tastykake logo Golf Shirt, Golf Balls & Tees and Golf Towel with Butterscotch Krimpets, Jelly Krimpets, Chocolate Cupcakes, Cream Filled Koffee Kake Cupcakes, Peanut Butter Kandy Kakes, Chocolate Juniors, Cream Filled Buttercream Cupcakes.

Large: 18 packages + novelties for \$64.95

Small: 9 packages for \$39.95

(Golf shirt not in small collection)



Tasty Track Collection

Replica of our Tastykake delivery truck that doubles as a coin bank... a great gift for the collector or saver!

Includes high quality die cast Tastykake truck with Butterscotch Krimpets, Jelly Krimpets, Cream Filled Buttercream Cupcakes, Chocolate Juniors, Chocolate Cupcakes and Peanut Butter Kandy Kakes.

24 packages + novelty for \$42.95

Tea and Kake Collection

The perfect gift for the Tastykake and tea lover!

Includes our ceramic Tastykake mug, a box of English Breakfast tea with Butterscotch Krimpets, Jelly Krimpets, Oatmeal Raisin Snak Bars, Koffee Kake Juniors, Pound Cake Juniors, Powdered Sugar Mini Donuts, Rich Frosted Mini Donuts, Cream Filled Koffee Kake Cupcakes and Glazed Honey Buns.

21 packages + novelties for \$39.95



Tasty Tee Collection

For the Tastykake aficionado!

Includes a 50/50 blend T-shirt with Tastykake logo and slogan with Butterscotch Krimpets, Jelly Krimpets, Peanut Butter Kandy Kakes, Chocolate Cupcakes and Cream Filled Buttercream Cupcakes.

22 packages + XL only tee for \$39.95



The Collegiate® Collection

Give your college student a taste of home!

Includes a magnetic dry erase memo board, Tastykake sticky note pad and mechanical pencil with Butterscotch Krimpets, Cream Filled Buttercream Cupcakes, Chocolate Juniors, Peanut Butter Kandy Kakes and Chocolate Cupcakes.

28 packages + novelties for \$34.95



Ordering from TastyShop is as easy as 1-2-3!

Order early to ensure delivery on or before December 23rd!

1. Online: The simplest way to order! Visit tastykake.com and click "Buy Online" in the top navigation bar or on the TastyShop icon. You'll also find more choices available to order on our website!

2. Phone: Call our toll free number **1-800-33-TASTY (1-800-338-2789)** 24 hours a day, seven days a week. Our customer service team will be happy to help! Payment by credit card only. Please have order details, credit card number and expiration date handy.

3. Fax: Fax your order toll free to **1-888-34-TASTY (1-888-348-2789)**. Payment by credit card only. Please fax your credit card number, expiration date and order information. Don't forget to provide a telephone number or email address so we can supply order total or in case there are any questions regarding your order.

Shipping & Handling: For delivery on or before December 23rd:

a. **Ground:** The last day to place UPS Ground orders is December 15th.

b. **2 Day Air:** The last day to place UPS Two Day Air orders is December 20th.

c. **Next Day Air:** The last day to place UPS Next Day Air orders is December 21st.

➤ Shipping and handling charges will be calculated when order is placed based on method of shipment chosen, weight of items ordered and shipping destination.

➤ Every TastyShop package is shipped via UPS in order to arrive fresh and protected. TastyShop reserves the right to substitute items for equal or greater value when necessary.

No Saturday, December 24th Deliveries

Tastykake will not be held responsible for late deliveries that do not adhere to the above guidelines or for unexpected UPS holiday schedule changes.

Customer Service: If you have any questions or comments regarding Tasty Shop, please call our toll free number **1-800-33-TASTY (1-800-338-2789)**, 24 hours a day, 7 days a week.



Product and Novelty Descriptors

PRODUCTS

- **Butterscotch Krimpets:** Tastykake's signature cake since 1927! Uniquely shaped moist sponge cake topped with creamy butterscotch icing.
- **Jelly Krimpets:** Uniquely shaped moist sponge cake filled with mixed berry jelly.
- **Chocolate Cupcakes:** Decadent chocolate cupcake with rich chocolate icing.
- **Cream Filled Buttercream Cupcakes:** Delicious chocolate cupcake filled with vanilla cream, topped with smooth buttercream icing and a chocolate stripe.
- **Cream Filled Chocolate Cupcakes:** Moist chocolate cupcake filled with rich vanilla cream, topped with chocolate icing and a luscious buttercream stripe.
- **Chocolate Lovers Cupcakes:** Moist chocolate cupcake filled with rich chocolate cream, topped with chocolate icing and a luscious dark chocolate stripe.
- **Vanilla Lovers Cupcakes:** Moist vanilla cupcake, filled with rich vanilla cream, topped with vanilla cream icing and a decadent vanilla buttercream stripe.
- **Cream Filled Koffee Kake Cupcakes:** Mouth-watering cake, delectable krumb topping filled with our signature vanilla cream filling.
- **Peanut Butter Kandy Kakes:** Round vanilla cake, topped with creamy peanut butter, all generously covered in a milk chocolate coating.
- **Chocolate Junior:** Moist yellow cake with rich chocolate filling and topped with creamy chocolate icing.
- **Koffee Kake Junior:** Junior sized cake with delectable krumb topping.
- **Pound Kake Junior:** Delicious buttery pound cake in our junior shape.
- **Chocolate Creamies:** Delicious chocolate finger shaped cake, packed with sweet vanilla cream filling.
- **P.B. and Chocolate Creamies:** Delicious chocolate finger shaped cake, packed with rich peanut butter cream filling.
- **Fudge Snak Bars:** Moist and rich chocolate cookie bar topped with rich fudge icing.
- **Oatmeal Raisin Snak Bars:** Moist and chewy cookie bar made with just the right amount of oatmeal, soft raisins and cinnamon.
- **Mini Donuts:** Moist mini cake donut enrobed in either a rich chocolate flavored coating or powdered sugar.
- **Glazed Honey Buns:** Yeast raised honey buns with a cinnamon swirl and topped with our signature glaze.

Sensables

- **Chocolate Chocolate Chip Finger Cakes:** A sugar free combination of chocolate sponge cake loaded with rich chocolate chips.

- **Lemon Poppy Finger Cakes:** A sugar free sponge cake with just the right amount of lemon and poppy seeds.
- **Orange Finger Cakes:** A moist orange sugar free sponge cake.
- **Chocolate Chip Finger Cakes:** A sugar free combination of light sponge cake and rich chocolate chips.
- **Chocolate Chip Cookie Bars:** Tasty blend of sugar free soft cookie loaded with chocolate chips.
- **Chocolate Chocolate Chip Cookie Bars:** A rich soft sugar free chocolate cookie loaded with chocolate chips.
- **Chunky Peanut Butter Cookie Bars:** A sugar free soft cookie loaded with real peanuts!
- **Santa Snacks:** Moist vanilla cupcake, filled with rich vanilla cream, topped with festive red icing and holiday shaped sprinkles.
- **Kringle Kakes:** Delicious vanilla finger shaped cake, packed with sweet vanilla cream filling topped with vanilla icing and red, green and white holiday sprinkles.
- **Peppermint Kandy Kakes:** Round vanilla cake, topped with red and white peppermint cream, and generously covered in dark chocolate.

NOVELTIES

- **Holiday Krimpet Ornament Collection:** Whimsical limited edition glass ornament made in the shape of our signature Butterscotch Krimpet. A collectors item!
- **Golf Collection:** White golf shirt with moisture wicking, 60% cotton/40% poly fabric, Men's M, L, XL, XXL; Women's M & L. 3 pack Nike 3PD golf balls with six tees. 100% cotton navy blue golf towel with embroidered Tastykake logo.
- **Tasty Truck Collection:** 1/25 scale die cast metal replica of a Morgan Olson Route Star Van by Ertl Collectibles.
- **Tasty Tee Collection:** 50% cotton/50% poly blend t-shirt, XL only, adorned with the Tastykake logo and memorable slogan, "Now That's Tasty!"
- **The Collogiate® Collection:** Tastykake 8.5" X 11", magnetic dry erase memo board with marker, Tastykake sticky note pad and mechanical pencil.
- **Tea & Kake Collection:** Our ceramic Tastykake mug and a box of 20 count quality English Breakfast tea bags.
- **Tastykake Calendar Magnet:** 5.5" X 7.25" 2006 calendar magnet with removable center to double as magnetic picture frame.

All collections come with a Tastykake calendar magnet!

Tasty Baking Company
TastyShop Gift Department
P.O. Box 43184
Philadelphia, PA 19129-1329

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Remember to Order Early!

*Look Inside for Great Holiday
Gift Giving Ideas from TastyKake!*

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