



MARKETING OVERVIEW

Ready-to-Use Royal Icing

Retail · Bakery · Foodservice · Gifting

Clean. Real. Ready. Performs as great as it tastes.

WHAT IT IS

Frosting Factory Royal Icing is a clean-label, ready-to-use decorating icing primarily for decorating cookies, but it also has some applications for decorating cakes and baked goods. Ready-to-use royal icing requires no mixing, no measuring and no artificial ingredients. Stir and spread or transfer to a piping bag and start decorating. Enjoy the natural white vanilla as is or add your own color or flavor.

WHY IT'S DIFFERENT

- ✓ **No preservatives.** No artificial flavors, colors, or additives.
- ✓ **Self-leveling finish.** Base coat, piping, flooding — one icing does it all.
- ✓ **Dries firm, smooth and stackable.** Retains a perfect bite texture. Nice sheen.
- ✓ **Cornell Venture Center Microbiology lab tested.** 77-day shelf-life study. No preservatives needed.
- ✓ **Freeze-friendly.** A game-changer for food service.

Natural Color Collection — 6 shades, plant-based*



Classic Royal Icing · 10 oz

"The only clean-label RTU royal icing that actually performs."

No Preservatives ·
No Artificial Anything

PRODUCT LINES

Classic Royal Icing 2 oz · 10 oz · 19 oz 900g & 1800g bulk	Organic Corn-Free 2 oz · 10 oz · 19 oz All organic ingredients
Natural Color Collection Launching Q3 2026 · 6 plant-based shades · Sold as 6-jar pouch set	

WHOLESALE AT A GLANCE

Minimum 1 case per SKU · 12 units/case · Lead time 10–14 business days

Ships ambient · Troy, NY · Custom colors & private label available

Classic 10 oz: \$8.00 W/S · \$12.00 MSRP | Organic 10 oz: \$10.50 W/S · \$14.50 MSRP



ABOUT THE FOUNDER

Hi, I'm **Brenda**, founder of Frosting Factory, LLC. I create ready-to-use royal icing, sugar cookies, and decorating products designed to make cookie decorating more fun, creative, and rewarding. I developed our icing to remove one of the biggest barriers in cookie decorating: the time and effort required to make icing from scratch. When I couldn't find a clean-label product that delivered the taste, texture, and performance I wanted, I created one. Today, Frosting Factory helps decorators spend less time troubleshooting and more time creating.



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