



FROM MERINGUE POWDER TO READY-MADE: The Shelf Shift Your Customers Are Already Making

A retail buyer brief from Frosting Factory, LLC · frostingfactory.com

The cookie decorating market has arrived. The opportunity is sitting right on your shelf — in the wrong form. Instead of meringue powder, stock ready-to-use royal icing. Every store that sells meringue powder already has customers who want to decorate cookies. They're just buying the hard version. Ready-to-use royal icing removes every barrier between that customer and their cookie decorating session— and that means more units sold, more often.

THE MERINGUE POWDER PROBLEM

Meringue powder has been the default for decades — but it was designed for professional bakers, not the growing wave of home decorators who just want to ice some cookies for a birthday, holiday, or gift.

- ✗ Measuring, mixing, and adjusting consistency — 30+ minutes before decorating begins.
- ✗ One canister makes multiple batches but the whole tub sits in the cabinet between uses — sometimes a one time use.
- ✗ High failure/anxiety rate for first-time decorators leads to frustration, not repeat purchase.
- ✗ Low velocity. One tub per customer, purchased infrequently.



Frosting Factory™ Royal Icing · 10 oz

THE READY-MADE OPPORTUNITY

Decorated cookies are having a cultural moment. TikTok, Instagram, gifting culture, and the rise of the home baker have created a massive audience of people who want to decorate — not mix. The ready-to-use royal icing category is essentially unoccupied in mainstream grocery retail.

- ✓ Open and decorate. No prep time. No guesswork. No failure.
- ✓ Consumable product — customers come back for more.
- ✓ Clean-label, no artificial anything: matches where grocery is going.
- ✓ Same or lower price point than meringue powder — but dramatically better experience.
- ✓ You already sell cookie icing pouches. Your customer is there. Give them a better option.

Ready to bring Frosting Factory to your shelf? Minimum 1 case per SKU ·

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· 274 2nd Street, Troy, NY 12180

AT A GLANCE

	Frosting Factory RTU	Meringue Powder
Ready to use	✓ Yes	✗ Requires mixing
Time to first decorated cookie	✓ 0 minutes	30+ minutes
Repeat purchase	✓ High	Low — sits in pantry
Clean label	✓ Yes	Varies
Shelf velocity	✓ Consumable	✗ Very slow
Beginner-friendly	✓ Yes	✗ Steep learning curve
MSRP per unit	✓ \$12.00	~\$10–15

Note on cookie icing pouches:

Betty Crocker-style cookie icing is not royal icing — no egg whites, artificial dyes, softer set. It serves a different customer. Frosting Factory is positioned above it: clean label, real ingredients, professional results, better taste.