

D-LO'S



Baked With Love

Dolores Jackson, Owner

2875 E Grand Blvd Suite 1051

Detroit, Mi 48211 • (888) 757-3567

dolores@d-los.com www.d-los.com

DELIGHTFUL GOURMET CHEESECAKE



D-LO's Delightful Gourmet Cheesecake

Dolores Jackson, Founder and CEO



Growing up in Detroit, and number 7 of 11 siblings, although my parents didn't have much money my mother would bake desserts, however she couldn't afford to bake cheesecake, so we never had it. As an adult my experience with cheesecake was that it was very bland and dense, and once the fruit was gone, I was done. So, through the inspiration of the Lord, I decided to create my own brand of gourmet cheesecake, in effort to improve upon what is currently on the market and offer customers a greater cheesecake experience.

D-LO's Delightful Gourmet Cheesecake LLC was founded in 2019. We are a woman-owned, minority-owned company that specializes in creating delicious, creamy gourmet cheesecake. At D-LO's we believe each bite should taste just as good as the one before it, and the unique flavor of our cheesecake gives us an edge over our competitors.

Our goal is to provide quality products that will ultimately lead to growth. This will enable us to create jobs throughout the Metropolitan Detroit area, and help reduce the rates of poverty, incarceration, unemployment, and recidivism. These efforts would greatly impact the lives of many families, in our community and those in our nearby neighboring communities. We will continue to offer a top level of customer care and customer satisfaction.



Our Delighted Customers

Current Customers

- ❖ Households
- ❖ Restaurants
- ❖ Grocery stores
- ❖ Convenience stores
- ❖ Retail stores
- ❖ All ages and ethnicities



Differentiation

- ❖ Creamy batter
- ❖ Special and unique flavoring
- ❖ Great taste every time
- ❖ Superior R&D and Quality Control processes
- ❖ Committed to excellence
- ❖ Striving to become a market leader
- ❖ Competitive prices
- ❖ On time delivery
- ❖ 100% rave Reviews
- ❖ Woman Owned/ African American Owned



Delightful Gourmet Cheesecake

From the crust to the toppings, D-LO's cheesecakes are made fresh from scratch, with fresh quality ingredients, including fresh graham crackers and cookies, real fruit, choice nuts and extracts, fresh grade A eggs, natural sugar, real butter, and fresh cream cheese. Each one has our one-of-a-kind cheesecake batter recipe.



Banana Pudding



**Caramel Pecan
Delight**



**Chocolate/Banana
w/Oreo Cookie Crust**



Strawberry Drizzle



Sweet Potato



Red Velvet



**Strawberry
Shortcake**



Creme Supreme



**Key Lime Crème
Supreme**



Key Lime



**Pineapple Upside
Down**



Sweet Potato



**Apple Cinnamon
Crunch**



**Caramel Pecan
Delight**



Pistachio



Creme Supreme



**Pineapple
Upside Down**



Sweet Potato



Strawberry Swirl

Cupcake Style

In addition to our traditional nine inch cheesecake, we also offer a cupcake style which comes in a 6 count container and individual single servings.

Current Locations

D-LO's Delightful Gourmet Cheesecake is sold at local Meijer Stores, Hollywood Market and Fresh Thyme Market

Product Comparisons

	D-LO's	Cheesecake Factory	Petite's	Cheesecake Shop
Grade A Eggs	X	X	X	X
Sugar	X	X	X	X
Gluten-Free		X	X	
Sour Cream		X	X	X
Vanilla Flavor		X	X	X
Cream Cheese	X	X	X	X
Flavoring X	X			

Promotion

Social Media

- E-Blasts
- Facebook Fans
- Instagram Followers
- LINKEDIN
- Twitter
- Website: www.d-los.com

How to Drive Traffic for Sales

- Social Media Posting
- Direct Marketing
- Email Marketing

Currently Driving Traffic



Locations We Supply

Meijer Rivertown Market

Hollywood Market

Fresh Thyme Market

Placement



Where Does Our Products Fit on Shelves and Why?

- ❖ Baked Goods
- ❖ Frozen Foods

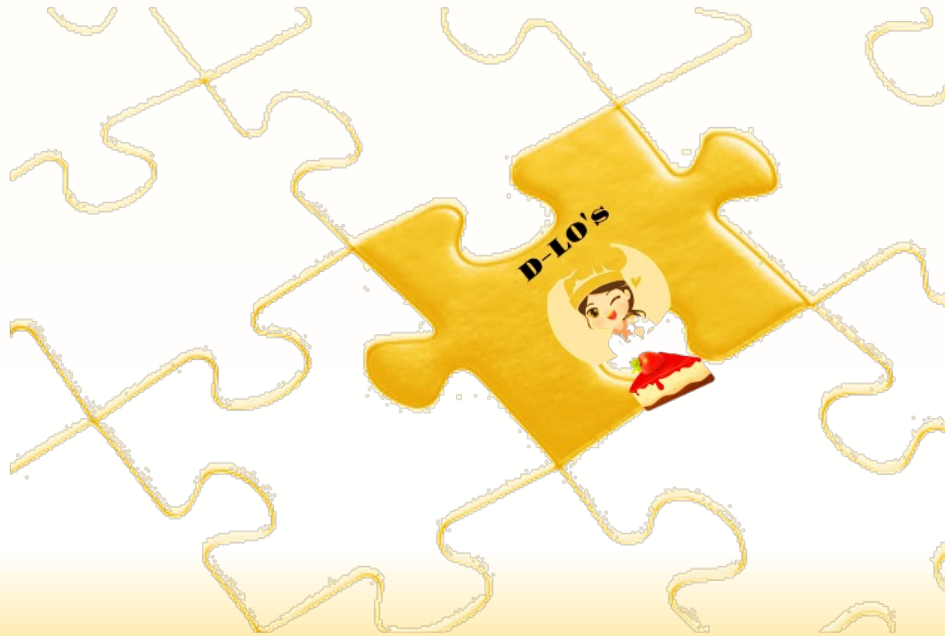
Demand for Sudden Increase

- ❖ Additional manufacturing plants and partners
- ❖ Hire additional staff
- ❖ Increased knowledge about the cheesecake market
- ❖ Marketing strategy



Capacity

let's work together



Is D-LO's a good fit for your company? Most Definitely!!

- ❖ Able to capture on-line as well as in-store sales
- ❖ Able to determine where D-LO's Delightful Gourmet Cheesecake will best sell locally and regionally

Our Ask

- ❖ Champion 50 stores

D-LO's Capabilities

- ❖ 250,000/monthly

More About D-LO's Delightful Gourmet Cheesecake

- ❖ EDI Compliant
 - DataTrans Solutions, Inc.
- ❖ Certifications
 - SBA Systems Award Management (SAM)
 - WBENC
- ❖ MOQ: 500
- ❖ NAICS Codes
 - 311813
- ❖ DUNS Number
 - 117525267

D-LO's



Sweet Potato



Red Velvet



Strawberry Drizzle



Strawberry Shortcake



Pineapple Upside
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