



Brand Castle Valentine 2024
National Catalog





Pre-Baked and Ready to Decorate Sugar Cookies
Betty Crocker Valentine Village Sugar Cookie Kit
 #06401

EDLP DAP \$9.80



BC Valetine Village
6 pc Shelf Ready Display
 #06425

EDLP DAP Caja \$58.80

Case/ SRD
Pallet/Truck Info:
 Ti x Hi: 12 x 6
 Cases per Pallet: 72
 Units per Pallet: 432
 Pallets per Truck: 28
 Units per Truck: 12096
 Cases per Truck: 2016

Case/ SRD
Specs Inches:
 Length (top to bottom): 11.5
 Width: 9.75
 Depth: 15.75
 Cubed Feet: 1.02
 Gross Weight: 14.5 lbs

Unit Specs Inches:
 Length (top to bottom): 10.81
 Width (left to right): 9.25
 Depth (front to back): 2.50

ITEM INFORMATION:

Item Name: Betty Crocker Valentine Village Sugar Cookie Kit
Item UPC: 8-44527-06401-1
Case UPC: 408-44527-06401-9
SRD UPC: 308-44527-06425-8
Count per Case/SRD: 6 pc

Brand: Betty Crocker
Family: Crafty Cooking Kits
Gross oz: 36.7 oz
Net oz: 32.18 oz

Description: Kit includes pre-baked teal and pink sugar cookies, ready-to-use white icing, red color tint, teal icing pen, Valentine jimmies, 3D icing decorations, piping bags and paper pieces. Net weight 32.18 oz.

Creating Lasting Memories through a Shared Baking Experience!





Pre-Baked and Ready to Decorate Sugar Cookies
Betty Crocker Tic-Tac-YUM! Sugar Cookie Kit
 #06402

Kit includes pre-baked purple, red, and pink sugar cookies, ready-to-use white icing, jumbo candy eyes, dextrose hearts and piping bag

EDLC DAP \$7.00



BC Tic-Tac-YUM!
6 pc Shelf Ready Display
 #06415

EDLC DAP Caja \$42.00

Case Pallet/Truck Info:

Ti x Hi: 12 x 6
 Cases per Pallet: 72
 Units per Pallet: 432
 Pallets per Truck: 28
 Units per Truck: 12096
 Cases per Truck: 2016

Case/ SRD

Specs Inches:
 Length (top to bottom): 10.5
 Width: 10.25
 Depth: 11.8
 Cubed Feet: 0.73
 Gross Weight: 9.25 lbs

Unit Specs Inches:

Length (top to bottom): 9.75
 Width (left to right): 9.75
 Depth (front to back): 1.81

ITEM INFORMATION:

Item Name: Betty Crocker Tic-Tac-YUM! Sugar Cookie Kit
Item UPC: 8-44527-06402-8
Case UPC: 408-44527-06402-6
SRD UPC: 308-44527-06415-9
Count per Case/SRD: 6 pc

Brand: Betty Crocker
Family: Crafty Cooking Kits
Gross oz: 23 oz
Net oz: 20 oz



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Valentine 2024 Key Program Details

Forecast due: 4/15/2023

Ship start: 12/1/2023

***forecast after 4/15 ship date will be
pushed back accordingly**

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