

**H-E-B**  
**BAKERY**  
ESTD 1905



# DESSERTS FOR EVERY OCCASION

Create your perfect dessert. From frosting to filling, flavors and more, customize your cake in-store or order by phone. Only 24 hour notice is required.

# CAKE SIZES AND FLAVORS



## ROUND CAKES

### 6 inch cake (Serves 10)

White, Chocolate, Red Velvet,  
Carrot, Italian, German Chocolate,  
Heavenly Delight

### 8 inch cake (Serves 20)

White, Chocolate, Heavenly Delight

### 10 inch cake (Serves 30)

White and Chocolate

## SHEET CAKES

### 1/8th Bar (Serves 12)

White, Chocolate, Red Velvet,  
Carrot, Italian, German  
Chocolate, Tres Leches

### 1/8th Square (Serves 12)

White, Chocolate, Red Velvet,  
Carrot, Italian, German  
Chocolate

### 1/4 Sheet (Serves 24)

White, Chocolate, Red Velvet,  
Carrot, Italian, German  
Chocolate, Tres Leches

### 1/2 Sheet (Serves 48)

White, Chocolate, Red Velvet,  
Carrot, Italian, German  
Chocolate

### Full Sheet (Serves 96)

White, Chocolate, Red Velvet,  
Carrot, Italian, German  
Chocolate



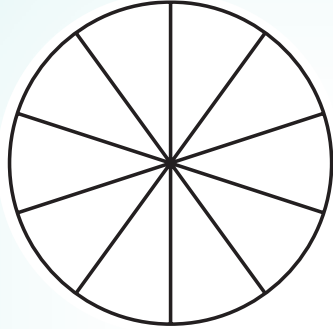
CALL YOUR H-E-B BAKERY OR ORDER IN-STORE TODAY

# CAKE CUTTING GUIDE

GET THE MOST FROM YOUR CAKES, ANYWAY YOU SLICE IT!

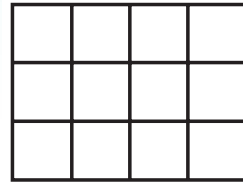
6"

Serves 10



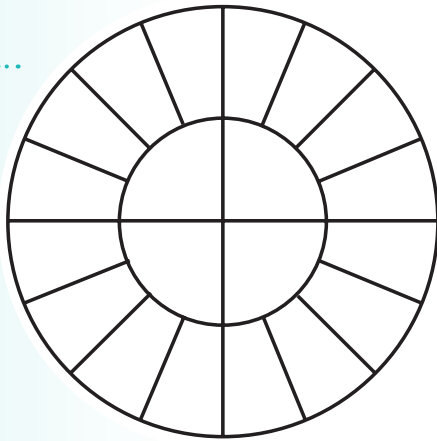
1/8 SHEET

Serves 12



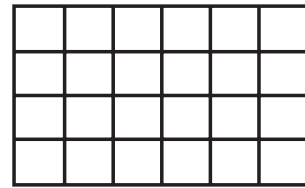
8"

Serves 20



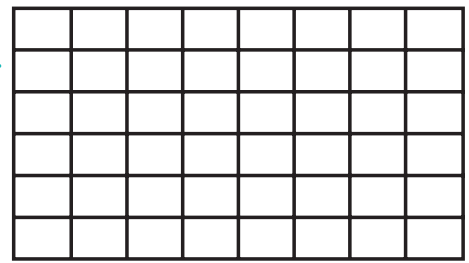
1/4 SHEET

Serves 24



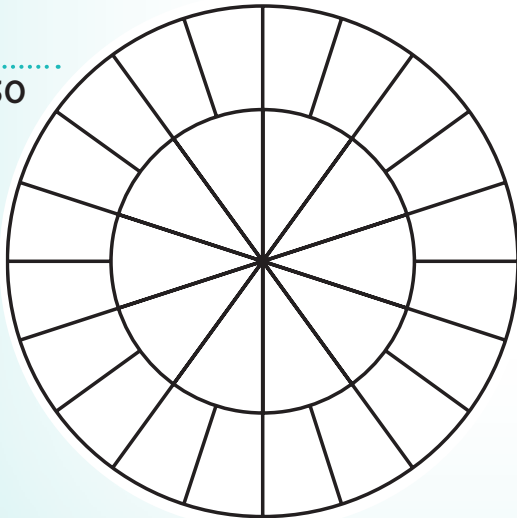
1/2 SHEET

Serves 48



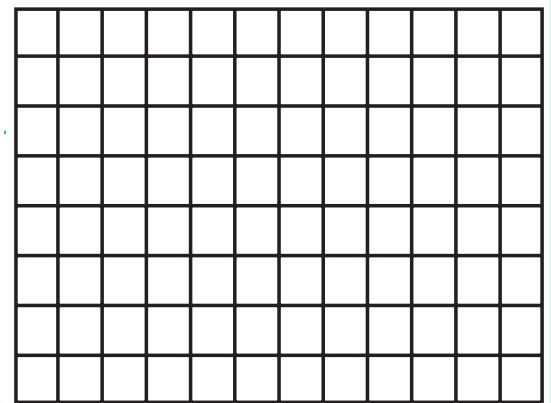
10"

Serves 30



FULL SHEET

Serves 96



1/8 BAR

Serves 12



# FILLING AND ICING OPTIONS



## FILLING

Lemon

Pineapple

Raspberry

Strawberry

Chocolate Crème

Bavarian Crème

Icing

**Fresh Strawberries\***

- Bavarian and fresh cut strawberries, additional charge

\*Keep refrigerated

## ICING

**Vanilla Buttercream** - Traditional Vanilla Icing

**Chocolate Buttercream** - Traditional Chocolate Icing

**Cream Cheese** - Creamy Icing with Vanilla Notes and Cream Cheese Flavor

**German Chocolate** - Caramelized Icing Loaded with Shredded Coconut

**White Elite** - Whipped Light Icing

**Chocolate Elite** - Whipped Light Chocolate Icing

**Fresh Whipping Cream** - Freshly Whipped Whip Cream\*

\*Keep refrigerated

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# ROUND CAKES

AVAILABLE IN 6" OR 10"

## BIRTHDAY CAKE

Candles included!

## CHOCOLATE CAKE with FUDGE ICING

Calling all Chocolate lovers! This beautifully decorated chocolate cake is topped with chocolate curls and then lightly dusted with sugar.

## CHOCOLATE CAKE with OREO ICING

A decadent chocolate cake that is frosted with a cookies and cream type frosting and topped with Oreo cookies and a chocolate drizzle.

## CHOCOLATE CAKE with STRAWBERRY ICING

Love the taste of strawberries and chocolate? Then this cake is for you! Iced with strawberry flavored icing and then topped with cut strawberries and dark chocolate curls.

## WHITE CAKE with STRAWBERRY ICING

Similar to our chocolate version, this cake is topped with a strawberry frosting with a layer of strawberry filling. Strawberries and white chocolate curls add the finished touches.



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# SHEET CAKES

## GIFT CELEBRATION CAKE

All wrapped up! Our Gift Celebration Cake features polka dots and a bow. Customize your cake with a message, colors and filling of your choice. Perfect for making any celebration extra sweet! Available in White or Chocolate.



## BALLOON PARTY CAKE

Let's celebrate! Our Balloon Party Cake features polka dots and balloons. Customize your cake with colors of your choice and a message. Great for any festivity! Available in White or Chocolate.



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# SHEET CAKES



## SWIRLING FLORAL CAKE

Our Swirling Floral Cake is embellished with scroll piping and petite flowers. Customize your cake with colors of your choice and a message. Great treat for any get-together! Available in White or Chocolate.

## FLORAL CAKE

Our Floral Cake features blooming roses. Customize your cake with a message, filling, and colors of your choice. Sweet treat for your jubilee! Available in White or Chocolate.



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# THEME CAKES

ORDER AND PERSONALIZE YOUR CAKE TODAY

## BEACH CHAIR and UMBRELLA CAKE

Make a splash at your summer party, or bring warm thoughts to a winter party! No matter the occasion, this cake topper is sure to dazzle.



## MINNIE HAPPY HELPERS CAKE

Be bashful with Minnie! Set includes Minnie figurine that fits into a background piece, a Daisy standee and a fun activity book that fits into background piece for after party fun.

## EXTREME SOCCER MAGNET CAKE

Score a goal with this soccer themed cake topper! Cake topper features a soccer ball that can be used as a magnet after use as a cake decoration.



Warning: Choking hazard small parts - not for children under 3

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# THEME CAKES

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## FISHERMAN WITH ACTION FISH CAKE

A perfect start to your next fish tale! This set includes a cake topper fisherman sitting in a boat with a fish on his line that actually moves around on the hook.

## FIRESIDE CAMP CAKE

Bring the outdoors into your party! This dynamic cake topper offers endless design opportunities to create a fun outdoors scene! Set includes keepsake tent, bonfire, and canoe.



## DEER HEAD MAGNET CAKE

Guarantee your 10 pointer this season! You won't even have to wait out in the cold for this trophy buck. Deer head cake topper is a keepsake magnet.



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# THEME CAKES

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## MY LITTLE PONY™ IT'S A PONY PARTY! CAKE

It's a Pony Party! This My Little Pony™ adds a burst of color and fun to any cake. My Little Pony™ figurines are toys so the party can live on long after the cake is gone.



## SHOPKINS™ TIME TO SHOP CAKE

It's time to shop with the Shopkins™! Adorn your celebration cake with this Shopkins™ cake topper, featuring a zippered pouch, cookie, and an apple.

## CROWN & SCEPTER CAKE

Step into royal elegance with this cake topper fit for a queen! Make your celebration a white glove affair with this jewel look crown and scepter, perfect for after party play!



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# THEME CAKES

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## DISNEY PRINCESS ONCE UPON A MOMENT CAKE

Step into tranquil beauty with the Disney Princess Once Upon A Moment cake topper. Three keepsake figurines adorn the top of this cake, sure to please both during and after the party.

## MARVEL'S SPIDER-MAN™ ULTIMATE LIGHT UP EYES CAKE

This dynamic cake features a large Spider-Man™ molded plastic head with light up eyes to reveal a spider silhouette.



## SUPER MARIO™ MARIO KART™ CAKE

Shift into gear and celebrate with your favorite Mario Kart characters! In this cake topper, Mario and Luigi race across the cake as they reach the checkered flag. Mario and Luigi figurines have rolling wheels that make great toys for post party fun.



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# THEME CAKES

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## MICKEY AND THE ROADSTER RACERS CAKE

Mickey is ready to race into your party! This cake topper features Mickey in his roadster car and a background featuring the rest of the gang.



## CARS 3 AHEAD OF THE CURVE CAKE

Lightning and Cruz are making a pit stop at your party! This design features keepsake cars, great for play after you're done celebrating.

## PAW PATROL™ JUST YELP FOR HELP CAKE

Marshall leads the charge in this PAW Patrol™ cake topper! The gang is here and ready to celebrate with you! Marshall figurine actually drives, for hours of post party fun. Order and personalize your cake today.



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# THEME CAKES

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## WONDER WOMAN™ STRENGTH & POWER CAKE

Wonder Woman™ is sailing into your celebration! This fun cake topper leads to hours of play fun with the included combed tiara, cuffs, and clipped pendant. The creative options are endless with this super cake!

## BATMAN™ CHASE IS ON CAKE

The chase is on as Batman™ flies his Batcopter around Gotham City looking for the Joker. Batcopter includes rotor pull to create spinning action toy for after party fun.



## STAR WARS™ DARTH VADER™ CAKE

The room will go silent when the villainous Darth Vader™ enters breathing that infamous breath. Collectible clip on figure makes a great keepsake for after the party.



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# THEME CAKES

ORDER AND PERSONALIZE YOUR CAKE TODAY



## DISNEY FROZEN II MYTHICAL JOURNEY CAKE

Go on a magical journey with the cast of Frozen with this cake topper. Made of food-safe plastic.

## PINK OR BLUE BABY BOOTIES CAKE

The Pink or Blue themed baby shower cake features an adorable baby booties cake topper, with space on the bottom to record the baby's name, birth date, weight and length. An elegant and thoughtful design for a baby shower or welcome baby celebration.



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# THEME CAKES

ORDER AND PERSONALIZE YOUR CAKE TODAY

## BARBIE® DOLL LET'S PARTY! CAKE

Deliver a present in a most delicious way! A new Barbie® Doll, wrapped in protective plastic, awaits as party revelers enjoy a tasty party treat. Let's Party!



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# ADDITIONAL VARIETIES

PERSONALIZE YOUR ORDER TODAY



## CUPCAKES

- 12 count

White or Chocolate or a half & half mix (6 white and 6 chocolate)

- 24 count

White or Chocolate or a half & half mix (12 white and 12 chocolate)

## MESSAGE COOKIES

- 12" Cookie
- Chocolate Chip



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# TEXAS PROUD



## SHEET CAKE

**Team Aggie!**  
Show your team spirit with a custom cake featuring an edible Texas A&M logo!  
*Serves from 24 up to 96 guests*

## CUPCAKES

Show your team spirit by serving Texas A&M cupcakes for each of your guests!  
*1 dozen minimum*



## CHOCOLATE CHIP MESSAGE COOKIES

Go **BIG** for your favorite team!  
*12" cookie shown*



BAKERY TREATS EXCLUSIVELY BY



# TEXAS PROUD



## SHEET CAKE

Team UT! Show your team spirit with a custom cake featuring an edible UT logo! Serves from 24 up to 96 guests

## CUPCAKES

Show your team spirit by serving UT cupcakes for each of your guests! 1 dozen minimum



## CHOCOLATE CHIP MESSAGE COOKIES

Go **BIG** for your favorite team! 12" cookie shown



BAKERY TREATS EXCLUSIVELY BY



# TEXAS PROUD



## SHEET CAKE

Team Bobcat! Show your team spirit with a custom cake featuring an edible Texas State logo!

*Serves from 24 up to 96 guests*

## CUPCAKES

Show your team spirit by serving Texas State cupcakes for each of your guests!

*1 dozen minimum*



## CHOCOLATE CHIP MESSAGE COOKIES

Go **BIG** for your favorite team!  
*12" cookie shown*



# TEXAS STATE™

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# BAKERY

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# TEXAS PROUD



## SHEET CAKE

**Sic' Em Bears!**

Show your team spirit with a custom cake featuring an edible Baylor University logo!  
*Serves from 24 up to 96 guests*

## CUPCAKES

Show your team spirit by serving Baylor University cupcakes for each of your guests!  
*1 dozen minimum*



## CHOCOLATE CHIP MESSAGE COOKIES

Go **BIG** for your favorite team!  
*12" cookie shown*



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# TEXAS PROUD



## SHEET CAKE

**Team Sam Houston!**  
Show your team spirit with a custom cake featuring an edible Sam Houston logo!  
*Serves from 24 up to 96 guests*



## CUPCAKES

Show your team spirit by serving Sam Houston cupcakes for each of your guests!  
*1 dozen minimum*



## CHOCOLATE CHIP MESSAGE COOKIES

Go **BIG** for your favorite team!  
*12" cookie shown*



BAKERY TREATS EXCLUSIVELY BY



# PARTY TRAYS

## SIMPLY DELICIOUS COOKIES

This perfect platter contains Oatmeal, M&M, Chocolate Chip and Sugar cookies.



## SUGAR COOKIES

18 Thumbprint Cookies surrounded by 18 Sugar Cookies.

## SIMPLY DELICIOUS COOKIES

Along with our Two-Bite Brownies, this perfect platter contains Oatmeal, M&M and Chocolate Chip Cookies.



## THUMBPRINTS

Bite-sized and delicious! These traditional cookies are baked with buttery shortbread and topped with icing.

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# PARTY TRAYS

## DONUT HOLES

This platter offers an assorted variety of Devil's Food, Powdered Sugar and Glazed donut holes.



## SLICED POUND CAKE

Scrumptious varieties of sliced Pound Cake delicately assembled on one tray.

## SUNRISE BREAKFAST

Morning gathering? No problem! This tray comes with Mini Muffins and two varieties of Strudel Bites!



## MINI CROISSANTS

Enjoy our original flaky mini croissants or kick it up a notch with our jalapeño cheese variety.

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# PARTY TRAYS

## GOURMET BROWNIES

Crispy outside. Fudgy inside. Our Homestyle recipe is our best yet!



## PAN DE POLVO

Available in Powdered Sugar, Cinnamon Sugar and a variety of Colorful Sugar Combinations!



## CANNOLI CHIPS

Our delicious cannoli chips served with either our regular cannoli dip or chocolate chip dip!



## CAKE BITES

Chocolate or Wedding flavored Cake Bites are available with standard rosebuds or upgrade to a custom design.



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# PARTY TRAYS

## SOURDOUGH BREAD BOWL

With baguettes, our bread bowl becomes the perfect home for your dip!

*\*Available in select stores only.*



## BAGELS

Just add the schmear! Great assortment of Bagels to start your morning right.



## MINI ROLLS

Mini Kaiser Rolls, mini finger rolls and mini croissants. Perfect for a picnic with sandwiches or a holiday feast.



## SLICED BREADS

Complete your meal with this variety of sliced bread: German Rye, Sourdough and Multigrain.



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# COPYRIGHT POLICY

## PERMISSION REQUIRED:

Copyright, trademark, right of publicity laws, and other intellectual property laws prevent H-E-B and other cake makers from making cakes, cupcakes, cookies, and other baked goods depicting protected characters, logos, trademarks, names, or likenesses of others without permission from the respective rights owners. Works for which permission is required include; movie, TV, cartoon, and comic book characters, college or professional sports team logos, slogans, and pictures or drawings of famous people. Violation of these laws could expose H-E-B and the customer to legal action possibly resulting in damage payments, including statutory damage payments of potentially up to \$150,000 per violation.



## ILLUSTRATIVE PROTECTED MATERIALS FOR WHICH PERMISSION IS NEEDED:

Disney characters, Nickelodeon characters, Marvel characters, DC Comics characters, University of Texas logos, Texas A&M logos, NBA team logos, NFL team logos, MLB team logos, depictions of celebrities or professional athletes (e.g., Taylor Swift, Beyoncé, Tim Duncan, Tony Romo)

## H-E-B HAS PERMISSIONS IN PLACE FOR SELECT WORKS:

H-E-B has obtained copyright, trademark, and publicity right licenses for many popular characters, logos, and likenesses. The works for which H-E-B has obtained licenses are shown in the H-E-B Ordering Book. Customers may order the decorations depicted in our current H-E-B Ordering Book without obtaining separate permission from the rights holders of these works.

**THESE LAWS APPLY TO ALL CUSTOM CAKE MAKERS, NOT JUST H-E-B.**



# BRIEF OVERVIEW OF COPYRIGHT, TRADEMARK, RIGHT OF PUBLICITY INFRINGEMENT:

- Copyright infringement occurs when a copyrighted work is reproduced, distributed, performed, publicly displayed, or made into a derivative work without the permission of the copyright owner.
- Trademark infringement occurs when a trademark is used in a way that is likely to cause confusion or mistake as to the source, sponsorship, or affiliation of the goods or services.
- Infringement of one's right of publicity occurs when one's name, likeness, or identity is used for commercial purposes without permission.
- If material is accompanied by a ©, ™, or ® mark, it is likely protected and cannot be used without permission from the owner. U.S. law does not require that protected material be marked, however, so it is safe to assume that even unmarked materials are protected.



## EXAMPLES: EACH OF THE FOLLOWING ACTIVITIES MAY CONSTITUTE INFRINGEMENT:

- Hand drawings, tracings, or outlines of characters, logos, or third party artwork
- Printing of a character, logo, design, or professional photograph on edible printing paper, for example
- Modifying a character or logo
- Making three dimensional characters or logos (such as with fondant)
- Using a famous slogan or the name of a famous person
- Using images found on the internet