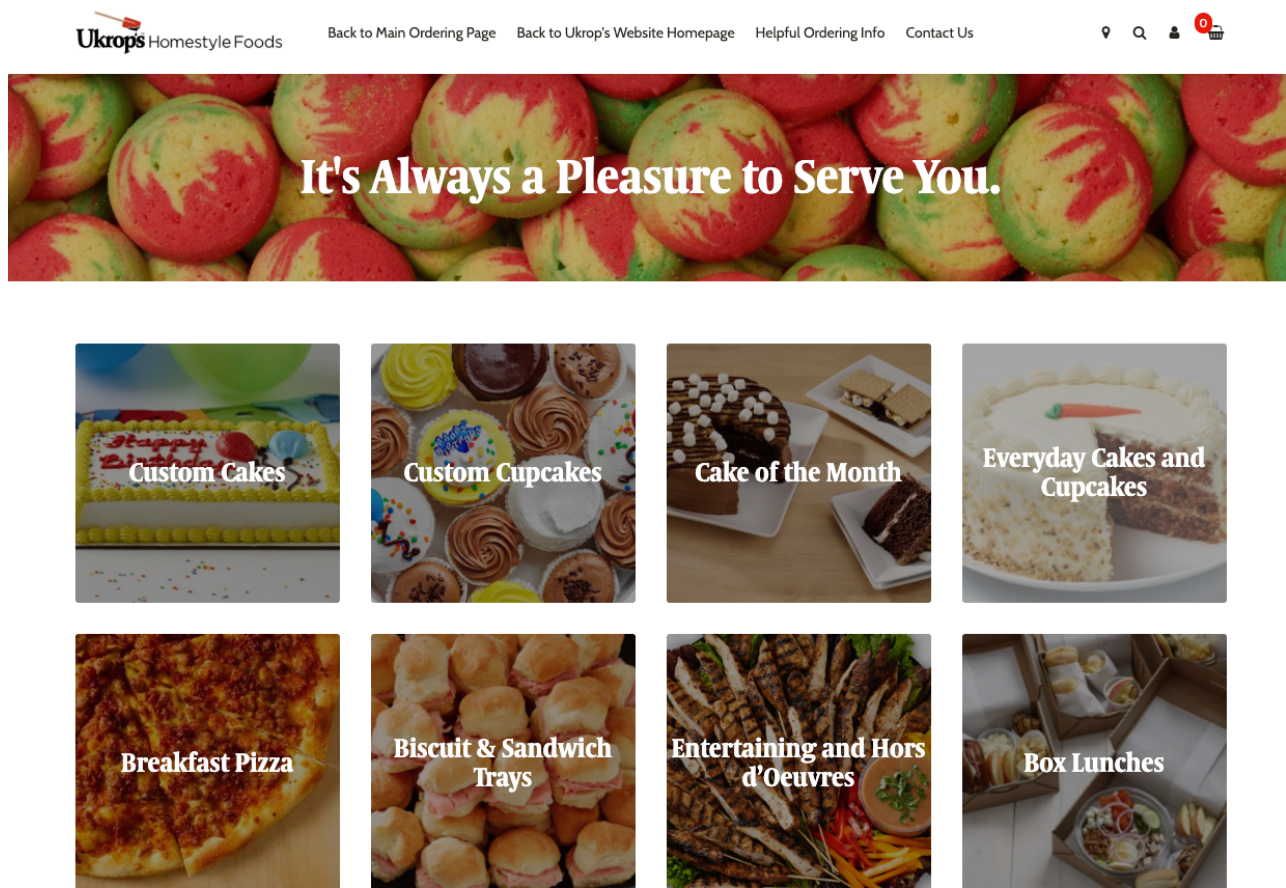


We are excited to be launching a new and improved online ordering site on Wednesday, July 9, 2025. This new system will provide an easier-to-navigate online ordering experience, as well as other new and convenient features.

Here are a few important details/dates to know about the transition:

- July 9** Orders may be placed on the NEW system.
- July 12** Final pickup day available on our CURRENT system.
- July 15** Orders to be picked up on this date (or later) may be placed when the new system launches on July 9.

Please call us at 804-340-3000 if you have any questions or concerns.



A few key features of our new online ordering experience:

- Easier to locate products and move intuitively and seamlessly throughout the system
- Allow for custom cakes to be ordered in the same order as any other product—one order, one system
- Optimized experience for customers ordering on mobile phones
- A more modern look and feel to the overall ordering experience
- Allows for users to create an account giving them flexibility to edit their own orders up to 48 hours prior to pickup