



SWEET  
SNAPSHOTS

BECAUSE LIFE IS SWEET!



## Company Name and Mission Statement

- **Company Name:** Sweet Snapshots
- **Concept:** A personalized dessert company (with vegan and gluten-free options)
- **Mission Statement:** Here at Sweet Snapshots, we want to help others take pleasure in life's sweetest moments. With vegan and gluten-free options, we offer anyone an easy way to send cupcakes, cakes, or cookies anywhere in the United States. The treats can be personalized with high-definition images printed onto icing. Whether you are celebrating an occasion, or simply want to recall a beautiful memory, there is no sweeter way to do it than with a dessert from Sweet Snapshots.



1 W Pratt St., Baltimore, MD 21201

Contact: Jane Doe  
Public Relations Manager  
123-456-7891  
[janedoe@mycompany.xxx](mailto:janedoe@mycompany.xxx)

### **Sweet Snapshots History**

In 2019, Sweet Snapshots was founded by April Hartman in Baltimore, Maryland. With little more than hope and a goal, Hartman left a steady job and launched her company, determined to find success.

Hartman credits much of her love for baking to her experience working as a baker for Carlo's Bakery from 2010 to 2014. In 2018, Hartman decided she wanted to combine her passion for media with her passion for baking, and Sweet Snapshots was the result. The name was inspired by a running joke within her family, centered around her father's insistence to call photos "snapshots." She also designed the company logo with input from her five-year-old niece, who declared cupcakes are the "prettiest dessert." The pink in the logo was suggested by her mother for its cheerful presence, and the black was suggested by her older brother, for its sleek appearance.

### **Sweet Snapshots Today**

Hartman launched Sweet Snapshots and completed her first cupcake order in 2019, alone in her apartment in Baltimore, Maryland. Since then, the company has grown to consist of 200 employees, and brought in \$150,000 in sales by the end of 2019. The Sweet Snapshots headquarters is in Baltimore in a three-story building containing a state-of-the-art bakery, packaging facilities, offices and more. Sweet Snapshots is quickly becoming a leading dessert company in America.

### **Sweet Snapshots Products**

When the company was founded, the only flavor options were vanilla or chocolate cupcakes with vanilla or chocolate buttercream icing. Today, Sweet Snapshots offers 15 cupcake flavors, 12 cookie flavors, and 12 cake flavors. With 12 icing options, the possible flavor combinations are endless, so anyone can find a product to love. As the company continues to grow, Hartman promises to deliver more exciting and unique options to her customers, who are her priority.

## **About Sweet Snapshots**

Sweet Snapshots is a small company based in Baltimore, Maryland, with 200 employees. Our company was founded in 2019, and with vegan and gluten-free options, we offer anyone an easy way to send cupcakes, cakes, or cookies anywhere in the United States. The treats can be personalized with high-definition images printed onto icing. Whether you are celebrating an occasion, or simply want to recall a beautiful memory, there is no sweeter way to do it than with a dessert from Sweet Snapshots. Everything we do is guided by our goal to satisfy our customers. We value teamwork and take pride in strengthening the Baltimore community, whether it be via volunteering time or donating money, and look forward to our continued growth and opportunities to give back.

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### **SWEET SNAPSHOTS FAST FACTS**

- Sweet Snapshots is a small company with a mission to help others take pleasure in life's sweetest moments. With vegan and gluten-free options, we offer anyone an easy way to send cupcakes, cakes, or cookies anywhere in the United States. The treats can be personalized with high-definition images printed onto icing. Whether you are celebrating an occasion, or simply want to recall a beautiful memory, there is no sweeter way to do it than with a dessert from Sweet Snapshots.
- The company was founded in 2019 in Baltimore, Md., by its president and CEO, April Hartman.
- The motto of Sweet Snapshots is "Because Life is Sweet." Our company's logo, which features a cupcake topped with pink icing, a picture frame, our name, and our motto, was designed by Hartman.
- After starting the company alone, in just two years Hartman built Sweet Snapshots to support 200 talented and dedicated employees with a variety of backgrounds.
- In 2019, the company brought in \$150,000 in sales, and it continues to see a steady increase in orders and brand awareness.
- At the end of 2020, Sweet Snapshots earned the Dream Big "Small Business of the Year" award. Organized by US Chamber of Commerce and sponsored by Sam's Club, the Dream Big Awards are for companies with fewer than 250 employees and less than \$20 million in revenue.
- While our products can reach customers anywhere in the United States, Sweet Snapshots is headquartered in Baltimore, Md. Our three-story building contains a state-of-the-art bakery, packaging facilities, offices and more.
- Since the start of 2021, classes and taste-testing experiences in our bakery can be scheduled via our website.
- Sweet Snapshots offers 15 cupcake flavors, 12 cookie flavors, and 12 cake flavors. With 12 icing options, the possible flavor combinations are endless, so anyone can find a product to love. Orders take an average of two weeks to process and ship, with faster options available for a fee.

*Prepared April 18, 2022*

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## **April Hartman**

### **Executive Biography**

April Hartman has been the president and CEO of Sweet Snapshots, a small company with 200 employees, since founding it in 2019. The company sells customizable cupcakes, cookies, and cake, and Hartman is responsible for overseeing all aspects of daily operations. Some of her responsibilities include supervising finances, packaging, product design, staff development, and media presence. Hartman credits the rapid growth of Sweet Snapshots to her belief that customer satisfaction is, and will always be, the top priority. Since earning the Dream Big “Small Business of the Year” award, Sweet Snapshots has continued to see an increase in sales, as Hartman continues to gain recognition for her success.

Prior to founding Sweet Snapshots, Hartman was the vice president of production for GreyComm Studios from 2014 to 2018. GreyComm Studios is a multimedia production company and recording studio. In this position she developed an understanding of media and video editing, skills that proved useful when building brand awareness for Sweet Snapshots. Hartman oversaw multiple video productions at once, ranging from commercials to documentaries, and advised employees as they made stylistic and technical decisions. Her passion for baking prompted her to found Sweet Snapshots, but her prior experience has enabled her to strongly contribute to the media aspects of the company.

Before exploring her passion for video production, Hartman worked as a baker at Carlo’s Bakery in her home state of New Jersey. She held this position from 2010 to 2014, admitting she would not have become who she is today without it. As a baker, Hartman experimented with recipes and flavors, as well as developed skills in decorating a wide variety of desserts. Her time at Carlo’s Bakery encouraged her love for baking to grow, eventually leading to the creation of her own company centered around baking.

During her time away from work, Hartman enjoys volunteering at the Baltimore Animal Rescue and Care Shelter. Her love for dogs has prompted several donations to local animal shelters on behalf of Sweet Snapshots. She also sponsored “Pups and Picnics,” a luncheon that supported the Baltimore Animal Rescue and Care Shelter, with proceeds going towards new beds and medical equipment for the animals.

Hartman holds a bachelor’s degree in communication from Loyola University Maryland. She proudly lives in Baltimore, Maryland, with her two dogs, Rocky and Adrian.

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April 2022

Sweet Snapshots  
1 W Pratt St., Baltimore, MD 21201

**SWEET SNAPSHOTS TO CREATE AND CELEBRATE A NEW  
TREAT FOR YOUR FURRY FAMILY MEMBERS**

*The Company's Newest Creation is Guaranteed to Leave Customers  
Howling for More*



**BALTIMORE, April 17** – On May 1, Sweet Snapshots is adding two new flavors to the menu. The company, which sells customizable cupcakes, cookies, and cakes, has gained overwhelming attention since its founding in 2019. Now dogs can join the party, with the introduction of dog-friendly cupcake, cookie, and cake options. Starting May 1, at midnight EST, the new flavors will officially be available for sale on the company's website. To celebrate, on May 1, from 10 a.m. to 6 p.m., Sweet Snapshots will host the first annual "Pupcake Party." During this time customers are invited to bring their dogs to the company's headquarters in Baltimore for a sweet day of games and giveaways.

After working tirelessly, Sweet Snapshots has perfected dog-friendly recipes to create cupcakes, cookies, and cakes that taste like bacon or peanut butter. The cost for these flavors will be the same as the rest of the flavors, but 25% of dog-friendly product sales will be donated to the Baltimore Animal Rescue and Care Shelter.

On Saturday, May 1, between 10 a.m. and 6 p.m., all customers are welcome to bring their dogs to the Sweet Snapshots headquarters on West Pratt Street during the "Pupcake Party." This event will consist of games, like "Trick and Treat," where dogs show off their best tricks to earn treats, and "Fastest Fetch," to see which dog can retrieve a cake squeak toy fastest. Cupcakes, cookies, and cakes for humans will be available for purchase. Raffles with exciting prizes will be held throughout the day. Although the games will be for dogs, customers without pets are still encouraged to come watch the excitement. There are no entry fees or registration requirements.

"I've always loved dogs. Growing up I had three, and now I have two of my own. The creation of dog-friendly flavors has been a long time coming, and I am so excited for Sweet Snapshots to introduce something new and dear to my heart. My favorite thing about this project is our partnership with the Baltimore Animal Rescue and Care Shelter because I've been volunteering with them for a few years now and I think we can really make a difference. I hope the pups out there enjoy," said Sweet Snapshots president and CEO, April Hartman.

Excitement is evident when speaking with everyone involved in the creation of the Sweet Snapshots dog-friendly flavors.

“The new flavors are for dogs, so humans shouldn’t eat them, but I just have to say they’re quite delicious. I definitely think our furry friends will love this,” shared Sweet Snapshots Head Baker, Lisa Smith.

### **About Sweet Snapshots**

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Contact: Jane Doe/123-456-7891/janedoe@mycompany.xxx





April 4, 2022 - 9 a.m. Eastern Time

### **Sweet Snapshots Announcing New Dog-Friendly Products with Tour Available**

BALTIMORE--Sweet Snapshots Headquarters

**Who:** Sweet Snapshots President and CEO April Hartman  
Sweet Snapshots Head Baker Lisa Smith  
Baltimore Animal Rescue and Care Shelter Owner Andrew Johnson

**What:** Press Conference Introducing New Products Followed by Optional Tour

**Where:** Sweet Snapshots Headquarters – 1 West Pratt St., Baltimore, MD 21201

**When:** 10 a.m. – 12 p.m., Saturday, April 17, 2022

#### Additional Information about Press Conference

- From 10 a.m. to 11 a.m., Sweet Snapshots' two new dog-friendly flavors will be introduced, and April Hartman will discuss her inspiration for this product. Lisa Smith will share how the recipes were created, and Andrew Johnson will discuss his role as the owner of the Baltimore Animal Rescue and Care Shelter. Each person will be available for questions during this time.
- Following the conference, from 11 a.m. to 12 p.m., the press is invited to tour the Sweet Snapshots bakery and see the new products up close and personal.
- An optional “doggy bag” containing one cupcake of each new flavor will be available for those with furry friends.
- Individual interviews can be arranged with April Hartman, Lisa Smith and Andrew Johnson. Photo and video opportunities will also be available.

To RSVP and schedule interviews and/or photo opportunities, contact Ms. Jane Doe at [janedoe@mycompany.xxx](mailto:janedoe@mycompany.xxx) or 123-456-7891.

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## Introduction

- \* Good morning, everyone.
- \* Thank you all for taking the time to join us today to discuss our newest products. We are very excited to share them with you.
- \* Before I begin, I would like to introduce myself and my colleagues.

## About the Organization

- \* I'm April Hartman, the president and CEO of Sweet Snapshots. I started this company by myself in 2019 in Baltimore, Maryland, and am very proud of how it has grown into a team of 200 hard-working individuals.
- \* To my right is Lisa Smith, Sweet Snapshots' Head Baker, and Andrew Johnson, owner of the Baltimore Animal Rescue and Care Shelter.
- \* I founded this company with the hopes of combining my passions for baking and media, while making people's days a little brighter.
- \* With hard work, and a lot of help, I am proud to say Sweet Snapshots is growing to be one of the top dessert companies in America, and we continue to see a steady increase in brand awareness and sales.
- \* Our headquarters are in Baltimore, but in the next five years we hope to open five more Sweet Snapshots locations, each with bakeries, packaging facilities, offices, and more.

## Product Release

- \* Today, Sweet Snapshots is revealing its newest product, dog-friendly flavors!
- \* Starting May 1 at 12 a.m., customers can order dog-friendly peanut butter or bacon-flavored cupcakes, cookies, or cakes on our website. Just like our other products, pictures of your furry friends can be printed right onto the icing of these dog-friendly flavors, making the treat that much sweeter.
- \* I am proud to share Sweet Snapshots has partnered with the Baltimore Animal Rescue and Care Shelter for this project, and they will be receiving 25% of dog-friendly product sales.
- \* We hope these new flavors will bring happiness to our customers across the country, especially those with paws!

## Conclusion

\* As we continue to grow, we look forward to creating new flavors and products to share with you all.

\* You can get in on all the fun by visiting our website and placing an order of your own. With 15 cupcake flavors, 12 cookie flavors, 12 cake flavors, and 12 icing options, including vegan and gluten-free, the possible flavor combinations are endless, so anyone can find a product to love.

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