

# STATESIDE TREATS – FAST FACTS

## ***About Stateside Treats:***

Stateside Treats is a locally owned company that started with a belief that eating and sharing baked and frozen nostalgic treats – without preservatives or additives – makes the world a sweeter place. Angel and Erica take inspiration from the classic treats of American childhood but add a locally sourced, from-scratch twist. Try their delicious cupcakes and nostalgic treats at their retail shop in Berkeley or their food truck at various locations in the Bay Area.

## ***Where did Stateside Treats come from?***

Stateside Treats is the result of two tasty local businesses – the Cupkates Truck and Stateside Bakery Shop – mixing to create one delicious bakery that residents of Berkeley, California have come to know and love.

## ***Who is behind Stateside Treats?***

Erica Land is our inspired Pastry Chef and Dessert Mastermind and Angel Cruzado is the Business Brain behind all the magic. Angel and Erica have combined their skill sets to bring ice cream tacos, nostalgic treats, and other baked favorites to the San Francisco Bay Area community – in the healthiest way possible.

## ***What is an Ice Cream Taco?***

An ice cream taco is a delightful frozen treat. Starting with a freshly baked waffle taco shell, it is stuffed with your favorite ice cream, dipped into various chocolate sauces, and flash-frozen with liquid nitrogen.

## ***A Twinkie with a Twist...***

Stateside Treats Pastry Chef, Erica Land, has developed her own version of the Twinkie with Madagascar bourbon vanilla cream. The vanilla, which is extracted just down the street from her production kitchen, is about as fresh as it could possibly be!

## ***Wait a second...! How can Twinkies, Ding Dongs and Nutter Butters be considered healthy?***

All Stateside Treats' menu items are made from locally sourced ingredients and contain absolutely no preservatives or additives. This way, adults can feel guilt-free and share the happiness, knowing their children are munching on the best version of a classic treat.

## ***What else makes Stateside Treats the healthier option? The Crunch Effect, of course...!***

Homemade treats with natural ingredients have the added benefit of the “crunch effect”: the psychological effect of satiety that comes from hearing your food crunch as you chew. Food laden with preservatives has an unnatural softness that promotes over-eating and cravings and prevents you from feeling full.

In other words... you know you are eating fresh, high-quality treats when you can hear the crunch as you eat.

***What's the most popular treat on the Stateside Treats menu?***

Customers adore our nutella-filled cookies. With that said, lovers of Stateside Treats don't usually stop at just one treat and love to mix and match – to accommodate, the Stateside Treats offers deals: 2 treats for \$7, 4 for \$14, 6 for \$20...

***What was the largest order placed, and what did it contain?***

We created and delivered an order of 4,000 macarons, nostalgic treats, cookies and cupcakes to the Salesforce Dreamforce Conference.

***Where can I find out more about Stateside Treats and its Kickstarter campaign?***

Go to [IceCreamTacos.com](http://IceCreamTacos.com) to learn more about the Kickstarter campaign and [StatesideTreats.com](http://StatesideTreats.com) for further information about the company or to place an order.

**AND SOME FUN FACTS...**

- *A single batch of Stateside Treats chocolate cupcake batter weighs 150 lbs. and includes 120 eggs*
- *There is more caramel in Stateside Treats' salted caramel buttercream than there is buttercream*
- *Stateside Treats' interpretation of Hostess cupcakes contain three different types of chocolate*
- *Stateside Treats uses the equivalent of approximately 150 vanilla beans per week*
- *There are two types of local vanilla in Stateside Treats' signature vanilla buttercream*

Website: [www.StatesideTreats.com](http://www.StatesideTreats.com)

E-Mail: [info@StatesideTreats.com](mailto:info@StatesideTreats.com)

Kickstarter: [www.IceCreamTacos.com](http://www.IceCreamTacos.com)