

BAKE AT HOME SELL BOOK 2023





A beloved local brand, now starring on grocery shelves.

Our from-scratch family recipes produce quality baking as special as the people who share it.

After 18 years of growing our fresh-baked retail business to six stores in Calgary, Edmonton and Saskatoon, we want our customers to enjoy the same recipes from our bakeries in their very own kitchens. Our products make quality baking accessible and convenient - this is from-scratch baking, made easy.

"Our grandmothers, aunts and mom were amazing bakers. They not only taught us how to bake, but they passed along their values of quality, honesty and integrity."

- Carolyne and Jodi

Who We Are

Crave inspires togetherness. We exist to help people connect, no matter the occasion. Our Bake at Home products play a role in marking important moments and add colour and joy to everyday ones.

Brand Love

The Crave brand is highly recognized across Alberta (49% awareness) - not only for our beautiful, delicious baking, but also for the skill, care, and kindness we consistently pour into everything we do. Our Bake at Home products are an organic extension of these qualities.

Quality Ingredients

We don't cut corners when it comes to the quality of our products. Our Crave Bake at Home products have no preservatives and are produced with only the best ingredients.

Family Recipes

Family is the core of Crave. Growing up on their family farm in High River, Alberta, Co-Founders, Carolyne and Jodi learned their craft from the best, and the same recipes are featured in our Bake at Home products.

Baking Mixes

Our high quality baking mixes are simple and easy to make, and consistently deliver delicious results. All of our baking mixes are made with real ingredients and no added preservatives. Each mix makes an 8 inch cake or 12 cupcakes.



CHOCOLATE

Ingredients
Sugar
Unbleached Wheat Flour
Cocoa
Baking Powder
Baking Soda
Salt



RED VELVET

Ingredients

Unbleached Wheat Flour
Sugar
Cocoa
Salt
Artificial Colour
Baking Soda



VANILLA CONFETTI

Ingredients
Unbleached Wheat Flour
Sugar
Rainbow Jimmies
Baking Powder
Salt



VANILLA
Ingredients
Unbleached Wheat Flour
Sugar
Baking Powder
Salt



CHOCOLATE
Ingredients
Sugar
Gluten Free Flour
Cocoa
Baking Powder
Baking Soda
Salt



RED VELVET
Ingredients
Sugar
Gluten Free Flour
Cocoa
Salt
Baking Soda
Artificial Colour

GLUTEN FREE

All our mixes can be made vegan by substituting eggs and dairy with vegan alternatives.



"Your gluten free cake mix makes me want to shout from the rooftops, it's seriously that delicious. I have no idea how you did it but holy whack amazing. Well done!"

- Jeni, gluten free cake mix enthusiast

Buttercream (Frozen)

Our high quality frozen buttercreams are made using our Mother's secret recipe. Each batch of buttercream is made from scratch using real butter and no preservatives. One 480g container frosts one 8 inch cake or 12 cupcakes.





Icing Sugar
Butter
Cream
Cocoa
Vanilla Flavour



CREAM CHEESE

Ingredients
Icing Sugar
Butter
Cream Cheese
Vanilla Flavour



VANILLA (WHITE)

Ingredients
Icing Sugar
Butter
Cream
Vanilla Flavour



CRAVE-O-LICIOUS VANILLA (BLUE)

Ingredients
Icing Sugar
Butter
Cream
Vanilla Flavour
Gel Food Colouring







Cookie Dough (Frozen)

Our high quality cookie dough is pre-portioned and ready to bake. The cookie dough is made using our perfected recipes and each batch is made from-scratch using real butter and no preservatives. Each bag contains approximately 15 cookies.



CHOCOLATE CHUNK

Ingredients Unbleached Wheat Flour Semi-sweet Chocolate Butter Sugar Golden Yellow Sugar Egg Vanilla Flavour Baking Soda

Salt



CONFETTI

Ingredients Unbleached Wheat Flour Sugar Butter Egg Sprinkles Baking Soda Baking Powder Vanilla Flavour



CHOCOLATE TOFFEE OATMEAL

Ingredients
Rolled Oats
Milk Chocolate
Unbleached Wheat Flour
Butter
Sugar
Golden Yellow Sugar
Egg
Toffee Bits
Vanilla Flavour
Baking Soda
Salt
Baking Powder



GLUTEN FREE CHOCOLATE CHUNK

Ingredients Gluten Free Flour Semi-sweet Chocolate Butter Golden Yellow Sugar Sugar Egg Cornstarch Vanilla Flavour Baking Soda Salt





"We bought the frozen cookie dough from the grocery store last week - my kids devoured them. Love this bake at home option!"

- Shadia M. - Crave Bake at Home Enthusiast

Baking Mixes Ingredient and Nutritional Information

Chocolate Cake Mix

Nutrition Facts Valeur nutritive Per 1/12 Package (39 g)

Per 1/12 Package (39 g) par 1/12 paquet (39 g)

Calories 140 % Daily % valeur quotic		
Fat / Lipides 0.5 g Saturated / saturés 0.3 g + Trans / trans 0 g		% %
Carbohydrate / Glucides 33 g Fibre / Fibres 2 g Sugars / Sucres 18 g	7 18	% %
Protein / Protéines 2 g Cholesterol / Cholestérol 0 mg	0	%
Sodium 270 mg	12	%
Potassium 50 mg	1	%
Calcium 10 mg	1	%
Iron / Fer 1.25 mg	7	%
*5% or less is a little 15% or more is a lot *5% ou moins c'est peu 15% ou plus c'est beau	ıcoup	

Ingredients: Sugars (sugar), Unbleached wheat flour, Cocoa powder, Baking powder, Baking soda, Salt

Contains: Wheat

Ingrédients: Sucres (sucre), Farine de blé non blanchie, Poudre de cacao, Levure, Bicarbonate de soude. Sel

Contient: Blé

Red Velvet Cake Mix

Nutrition Facts Valeur nutritive

Per 1/12 Package (38 g) par 1/12 pacquet (38 g)

Calories 140 % val	% Daily Value* eur quotidienne*
Fat / Lipides 0.2 g Saturated / saturés 0.1 g + Trans / trans 0 g	0 %
Carbohydrate / Glucides	33 g
Fibre / Fibres 1 g	4 %
Sugars / Sucres 18 g	18 %
Protein / Protéines 2 g	
Cholesterol / Cholestéro	I 0 mg 0 %
Sodium 150 mg	7 %
Potassium 30 mg	1 %
Calcium 0 mg	0 %
Iron / Fer 1 mg	6 %
*5% or less is a little 15% or more is *5% ou moins c'est peu 15% ou plus	

Ingredients: Unbleached wheat flour, Sugars (sugar), Cocoa powder, Salt, Artificial Color, Baking soda

Contains: Wheat

Ingrédients: Farine de blé non blanchie, Sucres (sucre), Poudre de cacao, Sel, Colorant, Bicarbonate de soude

Contient: Blé

Vanilla Confetti Cake Mix

Nutrition Facts Valeur nutritive

Per 1/12 Package (40 g)

% Daily Value* % valeur quotidienne*
0 %
g 0 %
cides 34 g
4 %
17 %
2 g
estérol 0 mg 0 %
8 %
1 %
1 %
6 %

Ingredients: Unbleached wheat flour, Sugars (sugar), Rainbow jimmles(Icing sugar, Fractionated palm kernal oil, Cornstarch, Soya lecithin, F D & C artificial colour (red #40, yellow #5, red #3, yellow #6, blue #1), Gum arabic, Carnuba wax.), Baking powder, Salt Contains: Wheat. Soy

Ingrédients: Farine de blé non blanchie, Sucres (sucre), Jimmie arc-en-ciel (sucre glace, huile de palmiste fractionnée, fécule de mais, lécithine de soja, colorant artificiel F D & C (rouge #40, jaune #5, rouge #3, jaune #6, bleu #1), gomme arabique, cire de carnuba.), Levure. Sel

Contient: Blé, Soja

Vanilla Cake Mix

Nutrition Facts Valeur nutritive

Per 1/12 Package (38 g) par 1/12 paquet (38 g)

	Daily Value*
Fat / Lipides 0.2 g	0 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %
Carbohydrate / Glucides 33	g
Fibre / Fibres 1 g	4 %
Sugars / Sucres 17 g	17 %
Protein / Protéines 2 g	
Cholesterol / Cholestérol 0	mg 0 %
Sodium 190 mg	8 %
Potassium 20 mg	1 %
Calcium 10 mg	1 %
Iron / Fer 1 mg	6 %

Ingredients: Unbleached wheat flour, Sugars (sugar), Baking powder, Salt Contains: Wheat

Ingrédients: Farine de blé non blanchie, Sucres (sucre), Levure, Sel

Contient: Blé

Gluten Free Chocolate Cake Mix

Nutrition Facts Valeur nutritive

Per 1/12 Package (42 g) par 1/12 paquet (42 g)

Calories 150 % Daily % valeur quotic	
Fat / Lipides 0.4 g Saturated / saturés 0.2 g + Trans / trans 0 g	1 % 1 %
Carbohydrate / Glucides 37 g Fibre / Fibres 1 g Sugars / Sucres 22 g	4 % 22 %
Protein / Protéines 1 g	
Cholesterol / Cholestérol 0 mg	0 %
Sodium 130 mg	6 %
Potassium 40 mg	1 %
Calcium 20 mg	2 %
Iron / Fer 0.4 mg	2 %
*5% or less is a little 15% or more is a lot *5% ou moins c'est peu 15% ou plus c'est beau	icoup

Ingredients: Sugars (sugar), Gluten free flour (cornstarch, white rice flour, brown rice flour, tapioca flour, potato starch, xanthan gum), Cocoa powder, Baking soda, Baking powder, Salt

Ingrédients: Sucres (sucre), Farine sans gluten (fécule de maïs, farine de riz blanc, farine de riz brun, farine de tapioca, fécule de pomme de terre, gomme xanthane), Poudre de cacao, Bicarbonate de soude, Levure, Sel Gluten Free Red Velvet Cake Mix

Nutrition Facts Valeur nutritive

Per 1/12 Package (42 g) par 1/12 paquet (42 g)

enne*
0 % 1 %
4 %
22 %
0 %
10 %
0 %
0 %
1 %

Ingredients: Sugar, Gluten free flour (cornstarch, white rice flour, brown rice flour, tapioca flour, potato starch, xanthan gum), Cocoa powder, Salt, Baking soda, Artificial

Ingrédients: Sucre granulé blanc. Farine sans gluten (fécule de maïs, farine der riz blanc, farine der riz blanc, farine de riz brun, farine de tapioca, fécule de pomme de terre, gomme xanthane), Poudre de cacao, Sel, Bicarbonate de soude, Colorant



Buttercream Ingredient and Nutritional Information

Chocolate Buttercream

Nutrition Facts Valeur nutritive

Per 2 tbsp (34 g) pour 2 c. a soupe (34 g)

Calories 160 % Daily % valeur quotic	
Fat / Lipides 9 g	12 %
Saturated / saturés 6 g + Trans / trans 0.3 g	32 %
Carbohydrate / Glucides 14 g	
Fibre / Fibres 1 g	4 %
Sugars / Sucres 14 g	14 %
Protein / Protéines 1 g	
Cholesterol / Cholestérol 25 mg	8 %
Sodium 60 mg	3 %
Potassium 40 mg	1 %
Calcium 10 mg	1 %
Iron / Fer 0.3 mg	2 %
*5% or less is a little 15% or more is a lot *5% ou moins c'est peu 15% ou plus c'est beau	ıcoup

Ingredients: Icing sugar, Butter, Cream, Cocoa powder, Artificial vanilla flavour Contains: Milk

Ingrédients: Sucre à glacer, Beurre, Crème, Poudre de cacao, Saveur de vanille artificielle Contient: Lait

Cream Cheese Buttercream

Nutrition Facts Valeur nutritive

Per 2 tbsp (34 g) pour 2 c. a soupe (34 g)

Calories 180 % Daily % valeur quotid	
Fat / Lipides 11 g	15 %
Saturated / saturés 7 g + Trans / trans 0.4 g	37 %
Carbohydrate / Glucides 13 g	
Fibre / Fibres 0 g	0 %
Sugars / Sucres 15 g	15 %
Protein / Protéines 1 g	
Cholesterol / Cholestérol 30 mg	10 %
Sodium 95 mg	4 %
Potassium 0 mg	0 %
Calcium 0 mg	0 %
Iron / Fer 0 mg	0 %
*5% or less is a little 15% or more is a lot *5% ou moins c'est peu 15% ou plus c'est beau	coup

Ingredients: Icing sugar, Butter, Cream cheese (milk ingredients, salt, bacteria culture, carob bean gum, sorbic acid), Artificial vanilla flavour

Contains: Milk

Ingrédients: Sucre à glacer, Beurre, Fromage à la crème (ingrédients laitiers, sel, culture de bactéries, gomme de caroube, acide sorbique), Saveur de vanille artificielle Contient: Lait

Vanilla Buttercream

Nutrition Facts Valeur nutritive

Per 2 tbsp (34 g) pour 2 c. a soupe (34 g)

Calories 180	% Daily Value* % valeur quotidienne*
Fat / Lipides 10 g	13 %
Saturated / saturés 7 g + Trans / trans 0.4 g	37 %
Carbohydrate / Glucide	s 14 g
Fibre / Fibres 0 g	0 %
Sugars / Sucres 16 g	16 %
Protein / Protéines 0.2 g	1
Cholesterol / Cholestér	ol 30 mg 10 %
Sodium 70 mg	3 %
Potassium 10 mg	0 %
Calcium 10 mg	1 %
Iron / Fer 0 mg	0 %
*5% or less is a little 15% or more *5% ou moins c'est peu 15% ou pl	

Ingredients: Icing sugar, Butter, Cream, Artificial vanilla flavour
Contains: Milk

Ingrédients: Sucre à glacer, Beurre, Crème, Saveur de vanille artificielle

Contient: Lait

Crave-o-licious Vanilla Buttercream

Nutrition Facts Valeur nutritive

Per 2 tbsp (34 g) pour 2 c. a soupe (34 g)

	% Daily Value* r quotidienne*
Fat / Lipides 10 g	13 %
Saturated / saturés 7 g + Trans / trans 0.4 g	37 %
Carbohydrate / Glucides 14	4 g
Fibre / Fibres 0 g	0 %
Sugars / Sucres 16 g	16 %
Protein / Protéines 0.2 g	
Cholesterol / Cholestérol 3	30 mg 10 %
Sodium 70 mg	3 %
Potassium 10 mg	0 %
Calcium 10 mg	1 %
Iron / Fer 0 mg	0 %
*5% or less is a little 15% or more is a *5% ou moins c'est peu 15% ou plus c	

Ingredients: Icing sugar, Butter, Cream, Artificial vanilla flavour, Artificial Color

Contains: Mill

Ingrédients: Sucre à glacer, Beurre, Crème, Saveur de vanille artificielle, Colorant

Contient: Lait



Cookie Dough Ingredient and Nutritional Information

Chocolate Chunk Cookie Dough

Nutrition Facts Valeur nutritive

Per 1 Cookie (30 g) 1 Biscuit (30 g)

Calories 140	% Daily Value* valeur quotidienne*
Fat / Lipides 6 g	8 %
Saturated / saturés 4.0 g + Trans / trans 0.2 g	21 %
Carbohydrate / Glucid	es 17 g
Fibre / Fibres 1 g	4 %
Sugars / Sucres 12 g	12 %
Protein / Protéines 2 g	
Cholesterol / Cholesté	erol 20 mg 7 %
Sodium 100 mg	4 %
Potassium 10 mg	0 %
Calcium 0 mg	0 %
Iron / Fer 0.5 mg	3 %
*5% or less is a little 15% or mo *5% ou moins c'est peu 15% ou	

Ingredients: Unbleached wheat flour, Semisweet chocolate (sugar, unsweetened chocolate, dextrose, cocoa butter, soy lecithin, vanillin), Butter, Sugar, Golden yellow sugar, Egg, Artificial vanilla flavour, Baking soda, Salt Contains: Milk, Egg, Wheat, Soy

Ingrédients: Farine de blé non blanchie, Chocolat semi-sucré (sucre, chocolat non sucré, dextrose, beurre de cacao, lécithine de soja, vanilline), Beurre, Sucre granulé blanc, Sucre jaune d'or, Oeuf, Saveur de vanille artificielle, Bicarbonate de soude, Sel

Contient: Lait, Oeuf, Blé, Soja

Confetti Cookie Dough

Nutrition Facts Valeur nutritive

Per 1 cookie (30 g) 1 biscuit (30 g)

Calories 130 % Daily Value* % valeur quotidienne*	
Fat / Lipides 5 g	7 %
Saturated / saturés 3.0 g + Trans / trans 0.2 g	16 %
Carbohydrate / Glucide	es 10 g
Fibre / Fibres 0 g	0 %
Sugars / Sucres 9 g	9 %
Protein / Protéines 2 g	
Cholesterol / Cholesté	rol 25 mg 8 %
Sodium 120 mg	5 %
Potassium 20 mg	1 %
Calcium 10 mg	1 %
Iron / Fer 0.75 mg	4 %
*5% or less is a little 15% or mor	e is a lot

Ingredients: Unbleached wheat flour, Sugar, Butter, Egg, Rainbow jimmies(Icing sugar, Fractionated palm kernal oil, Cornstarch, Soya lecithin, F D & C artificial colour (red #40, yellow #5, red #3, yellow #6, blue #1), Gum arabic, Carnuba wax.), Artificial vanilla flavour, Baking soda, Salt, Baking powder

*5% ou moins c'est peu 15% ou plus c'est beaucoup

Contains: Milk, Egg, Wheat, Soy

Ingrédients: Farine de blé non blanchie, Sucre granulé blanc, Beurre, Oeuf, Jimmie arc-en-ciel (sucre glace, huile de palmiste fractionnée, fécule de maïs, lécithine de soja, colorant artificiel F D & C (rouge #40, jaune #5, rouge #3, jaune #6, bleu #1), gomme arabique, cire de carnuba.), Saveur de vanille artificielle, Bicarbonate de soude, Sel, Levure

Contient: Lait, Oeuf, Blé, Soja

Chocolate Toffee Oatmeal Cookie Dough

Nutrition Facts Valeur nutritive

Per 1 cookie (30 g) 1 biscuit (30 g)

Calories 130 % Daily % valeur quoti	y Value* idienne*
Fat / Lipides 6 g Saturated / saturés 3.5 g + Trans / trans 0.1 g	8 % 18 %
Carbohydrate / Glucides 15 g Fibre / Fibres 1 g Sugars / Sucres 10 g	4 % 10 %
Protein / Protéines 2 g	
Cholesterol / Cholestérol 20 mg	7 %
Sodium 105 mg	5 %
Potassium 30 mg	1 %
Calcium 10 mg	1 %
Iron / Fer 0.5 mg	3 %
*5% or less is a little 15% or more is a lot	

*5% or less is a little 15% or more is a lot *5% ou moins c'est peu 15% ou plus c'est beaucoup

Ingredients: Rolled oats, Milk chocolate (sugar, unsweetened chocolate, whole milk powder, cocoa butter, soy lecithin, vanilla), Unbleached wheat flour, Butter, Sugar, Golden yellow sugar, Egg, Toffee bits (sugar, butter, almonds, milk chocolate, lactose, salt, soy lecithin, natural flavour, milk ingredients, salt, sunflower oil), Artificial vanilla flavour, Baking soda, Salt, Baking powder

Contains: Milk, Egg, Wheat, Soy, Almond Ingrédients: Flocons d'avoine, Chocolat au lait (sucre, chocolat non sucré, poudre de lait entier, beurre de cacao, lécithine de soja, vanille), Farine de blé non blanchie, Beurre, Sucre granulé blanc, Sucre jaune d'or, Oeuf, Morceaux de caramel (sucre, beurre, amandes, chocolat au lait, lactose, sel, lécithine de soya, arôme naturel, substances laitières, sel, huile de tournesol), Saveur de vanille artificielle, Bicarbonate de soude, Sel, Levure

Contient: Lait, Oeuf, Blé, Soja, Amandes

Gluten Free Chocolate Chunk Cookie Dough

Nutrition Facts Valeur nutritive

Per 1 Cookie (30 g) par 1 biscuit (30 g)

guotidienne*
4 % 12 %
ma 7 %
4 %
0 %
0 %
0 %

Ingredients: Gluten free flour (cornstarch, white rice flour, brown rice flour, tapioca flour, potato starch, xanthan gum), Semi-sweet chocolate (sugar, unsweetened chocolate, dextrose, cocoa butter, soy lecithin, vanillin), Butter, Golden yellow sugar, Sugar, Egg, Cornstarch, Artificial vanilla flavour, Baking soda, Salt

Contains: Milk, Egg, Soy

Ingrédients: Farine sans gluten (fécule de maïs, farine de riz blanc, farine de riz brun, farine de tapioca, fécule de pomme de terre, gomme xanthane), Chocolat semi-sucré (sucre, chocolat non sucré, dextrose, beurre de cacao, lécithine de soja, vanilline), Beurre, Sucre jaune d'or, Sucre granulé blanc, Oeuf, Fécule de maïs, Saveur de vanille artificielle, Bicarbonate de soude, Sel

Contient: Lait, Oeuf, Soja





"The dream is lofty, yet simple. To be the best and most trusted source in Canada for wholesome high quality Bake at Home products that help our customers joyfully celebrate all of life's special moments and occasions."

Crave Co-Founders
 Carolyne and Jodi

Pack Size Information

Baking Mixes	Case Size
Chocolate Cake Mix	12 x 470g
Red Velvet Cake Mix	12 x 470g
Vanilla Confetti Cake Mix	12 x 480g
Vanilla Cake Mix	12 x 460g
Gluten Free Chocolate Cake Mix	12 x 500g
Gluten Free Red Velvet Cake Mix	12 x 500g
Buttercream (Frozen)	Case Size
Chocolate	12 x 480g
Cream Cheese	12 x 480g
Vanilla (white)	12 x 480g
Crave-o-licious Vanilla (blue)	12 x 480g
Cookie Dough (Frozen)	Case Size
Chocolate Chunk	12 x 450g
Confetti	12 x 450g
Chocolate Toffee Oatmeal	12 x 450g
Gluten Free Chocolate Chunk	12 x 450g

For more information please email kwalker@cravecupcakes.ca





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