

THE PINK CRUMBB

Bakery Cart FAQ Sheet



www.thepinkcrumbb.com

Q: How does your bakery cart work?

A: I put my bakery cart either on my own property or in a public location.

I stock it with baked goods and notify everyone on social media where it will be and for how long.

Visitors can pay via cash or via QR codes for digital payment.

Q: Where can I find the white containers you use in your cart?

A: Here [is the link!](#)



Q: Was your cart immediately successful?

A: I had been regularly attending the farmer's market which built up my customer base.

So the first time I launched my cart, I had maybe 10 visitors. Staying consistent helped a great deal and now there are a lot of visitors and it almost always sells out.

Q: Do you stay with your cart?

A: When it is on my property, I am inside my house and keep an eye on it.

When its on public property, I try to stay close by to just make sure all is okay. But, really, I have had no problems with it so its mostly just a precaution.

*Q: Are you worried
about theft?*

A: I was a bit in the beginning but I haven't experienced theft with the cart.

I've been more worried someone may damage the cart but, so far, no vandalism either. :)

Q: Do you make a profit?

A: Yes, definitely.

Originally, I put suggested prices on all of the items so people had an idea of what to pay (if it was a “pay what you can day”).

I don't do that any longer because I've found that most people do pay fairly.

Q: Should I Start with a “Pay What You Can” Model?

A: This is a personal decision. If your home bakery is your sole source of income, I would recommend that increase the fun and peak interest by offering donation only days periodically but not *all the time* when first starting out.

*Q: How do you know
how much to bake?*

A: In the beginning, I
didn't know what to
expect.

So I just baked a little...I
think maybe 10 mini cakes
and my non-perishable
items.

Once it became more
popular, I kept increasing.

Q: How much do you put in your cart?

A: Nowadays, I put about 30 loaves of bread, 36 cake jars, and about 15 of one other item (brownie slabs, or Bundt cakes, or banana breads, for example.

I also put about 15 jars of either Creamed Honey or dry pancake mix. It is rare that I have any food left...but again, it took a while to get to this point. Be consistent.

*Q: Do you ever have
leftover baked goods?*

A: No, once you consistently sell, you are better able to estimate how much you need.

I freeze my baked goods so I only put out what I think will sell but I know I can restock the cart if for some reason it sells out earlier than typical.

Q: Did you need a special permit?

A: I needed a seller's permit, cottage food permit, and business license.

My state allows "street vendors" to sell on public land in unincorporated areas. You should research your state's laws.

Q: Will you open a brick and mortar bakery?

A: I'm not sure but I can tell you that the bakery cart is a great way to build a customer base and determine if you have enough demand to warrant a brick and mortar bakery!

Q: Any safety precautions you take?

A: All of my baked goods are “tamper-proof”. That means someone can’t open up a package, tamper with it, and an unsuspecting customer wouldn’t know.

It would be obvious that product seal has been broken. This is important.

*Q: Why do you do
“donation only” days?*

A: I have found that most humans love choice. If we tell someone our cake is \$15, they may scoff. But if we allow them to pay what they can, they are often generous and pay even more.

I like giving people the choice and I also like for people who can't pay a lot to still be able to try my baked goods. It all seems to balance out in the end.

Q: How does the cart work when you charge?

A: Honestly, I almost always do “donation only” days now.

But if I do charge, I stick with one price to make things very easy on the customer.

So, for example, an \$8 day. Everything in the cart is \$8 that day.

Q: Why did you switch from the farmer's market to the bakery cart?

A: I LOVE the farmer's market and highly recommend it.

Once your home bakery is established though, you have more options. Selling this way now saves me time and is very efficient.

Q: Do you like this way better than the farmer's market?

A: For me personally, yes. It saves me time as I only put my cart out for two hours and I don't have to stay with it. The market was a lot of socializing and at least 5 hours of attendance. I'm more introverted so this works well.

Q: What have you found is the best way to advertise?

A: Definitely social media. I primarily use Instagram but the Facebook Community Group for my area is a lifesaver. Highly recommend finding out what facebook groups exist for your area.