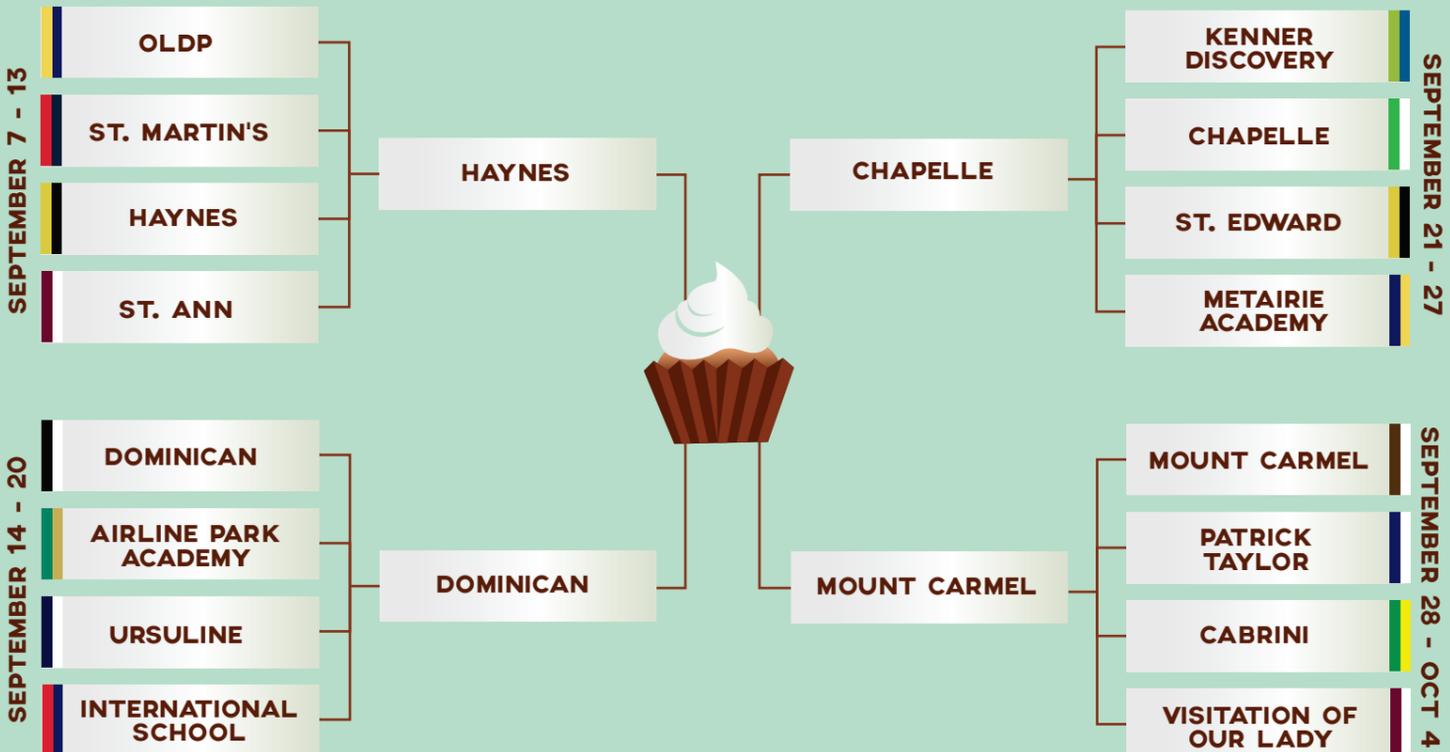


# THE CHALLENGE BEGINS

#ICETHECOMPETITION



## SUCRÉ<sup>®</sup> CUPCAKE CHALLENGE 2015

It's time for Cupcake Challenge 2015 and area schools to #icethecompetition! Last year's inaugural contest was filled with intense competition, relentless displays of school pride and endless amounts of icing. After conducting a survey with the previous year's contestants, we've worked out some kinks and improved this year's contest immensely.

We commence with the voting round beginning August 15th. Students, faculty, parents, alumni or any school supporters are invited to submit their schools to participate in a poll, where they cast their votes for their school of choice to be in one of the four rounds of the challenge. When the polls close on August 31st, the top 16 schools will be placed into brackets with four schools competing each week for four weeks in our **Magazine Street and Lakeside Mall locations only**. A bye week will follow for everyone to prepare for the final showdown and give their sweet tooth a rest. The winning four schools will compete in the final week beginning October 12th, with a winner being crowned on the 18th.

### CUPCAKE FLAVORS

One significant change involves the flavor of the cupcake. This year, each school is not restricted to a certain flavor. Anyone can purchase the flavor they want, and store associates will adorn the cupcakes with a small, edible plaque with the chosen school's colors. We understand the importance of wanting to support your own school, and getting your favorite flavor cupcake as well!

### SCOREKEEPING & EXTRA POINT OPPORTUNITIES

#### +1 Point:

- Single Cupcake Purchase

#### +8 Points

- 1/2 Dozen Cupcake Purchase

#### +16 Points

- 1 Dozen Cupcake Purchase

#### +1 Point:

- Pre-order your cupcakes to either our Magazine Street or Lakeside Mall locations. Only one Pre-Order per household per day. [Example: Pre-Ordering 1 dozen cupcakes = 17 pts.]

#### +1 Facebook Post:

- Take a photo of you and your cupcake, tag Sucré's Facebook page and list your school in the caption with the hashtag #icethecompetition

#### +1 Twitter Post:

- Post a photo of you and your cupcake, tag @sucreneworleans and list your school in your post with the hashtag #icethecompetition

#### +1 Instagram Post:

- Post a photo of you and your cupcake, tag @sucreneworleans and list your school in the post with the hashtag #icethecompetition

*\* For all social media posts, posting more than one photo will not give you more points - the maximum is one per day. All of the above guidelines must be followed for the point to be earned. Posts deemed offensive, inappropriate or in poor taste by Sucré will be removed and not count for any points.*

*The time period for all social media and pre-orders to earn extra points is valid from 8am the Monday of your bracket until Midnight that Sunday. Pre-orders and social media posts will not count outside this time period.*

### KICK-BACK

This season, we will also be offering a kick back. For every cupcake purchased for your school, Sucré will donate .25 ¢ per cupcake back to the school for which the cupcake was purchased. Not only will you be enjoying a Sucré cupcake, but you are contributing to your school as well! Kick-backs will not be offered in the fifth and final round, only in the preliminary four rounds.

### FINAL PRIZE

The grand prize winner will receive a cupcake party for their school, with the date of the party being determined by Sucré and school officials for accomodation purposes. The winning school will also earn \$1 towards the final prize per cupcake purchased.

**Any questions, comments or concerns,** contact us at 504-708-4366 or info@shopsucré.com