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[OVER THE TOP CAKE SUPPLIES]

OVER THE TOP CAKE SUPPLIES FINDS RECIPE FOR SUCCESS

Spearheading new trends in baking and offering a range of innovative products are keeping Over The Top Cake Supplies at the top of their game

In less than two years, Over The Top Cake Supplies has skyrocketed to success, opening five franchise locations throughout the state of Texas. But that's just the beginning for this rising star. Because for a company that only started franchising in mid-2015, it will really be putting the icing on the cake when it hits its target number by opening 50 locations throughout 'The Lone Star State' by the end of 2018 – a feat that, according to recent estimates, it is perfectly poised to reach.

So, what exactly is the secret ingredient to this baking supply and cake decorating business?

According to Paul Segreto, CEO of Franchise Foundry, the multi-faceted, full-service franchise management and development company that is working with Over The Top Cake Supplies, their accelerated growth can directly be attributed to two key factors: staying ahead of market trends and offering innovative and diversified products and services.

HOT MARKET

"Baking and do-it-yourself cake decorating is a very hot market segment right now", Segreto explained. "The addition of children's parties and other events, including Girls' Nights Out gatherings, has really diversified Over The Top Cake Supplies and made them a unique and forward-thinking

franchise company that is positioned for accelerated growth."

Segreto is right. According to the most recent data from Nielsen, the baking business is approaching \$50 billion in sales annually and cake decorating alone is rapidly growing thanks to shows like *Cake Boss* and *Ace of Cakes*.

These two stats alone were enough to convince the iconic Johnson Bros. Bakery Supplies that the time was right to launch a franchise division of their famous business. That, and the fact that they were continually being asked to supply at-home bakers and even pastry chefs who were looking for quality products, to help fill the apparent void in the industry.

Thus, the concept for Over The Top Cake Supplies was introduced in mid-2015 by the already trusted source (and largest Texas-based provider of commercial baking products) and the rest would be history... for most. But not for Johnson Bros. Bakery Supplies.

"We noticed that there was a demand in the marketplace for professional grade supplies offered at industry prices for bakers of all skill levels", said Kevin Johnson, founder and CEO of Over The Top Cake Supplies. "We were happy to fill that niche and then expand upon it with our variety of special events and parties."

HOUSEHOLD NAME

These special events and parties are



what truly helped propel the company to a household name in and around the Texas region. Never wanting to rest on their laurels, after all Johnson Bros. Bakery Supplies has been a leader in the industry for more than 25 years for a reason, they quickly evolved their model to include hosting decorating classes, birthday parties and what is now one of the franchise company's most popular events – "Girls' Night Out" parties.

Today, with five thriving franchises throughout Texas and new locations under contract, Over The Top Cake Supplies is defying all the odds and proving that entrepreneurship and franchising can be a piece of cake... with the right ingredients.



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