

COMPANY FACT SHEET

FOUNDED:

Sprinkles was founded in 2003 by Candace Nelson

MISSION STATEMENT:

Freshly baked cupcakes in small batches throughout the day, Sprinkles Cupcakes are handcrafted from the finest ingredients and contain no preservatives, trans fats or artificial flavors that hope to find their way into its customer's happiness.

COMPANY OVERVIEW:

Sprinkles all started when Candace Nelson left her job in finance and focused on doing what she loved most, baking cupcakes in her own kitchen, and with the help of her husband they opened Sprinkles in 2005 in Beverly Hills. On average, a Sprinkles bakery sells about 2,000 cupcakes a day. It currently has 17 locations around the world and the company recently expanded its dessert brand with the opening of Sprinkles Ice Cream.

PRODUCTS AND SERVICES:

Cupcakes: 23 flavors
Ice Cream: 20 flavors
Cookies 6 flavors
Cupcake ATM: 8 locations
Cupcake ATM
Cupcakes for Delivery
Ice Cream and Cookie Dough shipping
Sprinklesmobile

ANNUAL REVENUE:

\$75 million

UNITED STATES LOCATIONS:

Sprinkles Cupcakes currently has 17 US locations and 3 Sprinkles Ice Cream shops.
Glendale
Atlanta
Beverly Hills
Chicago
Dallas
Houston

Georgetown
The Grove
La Jolla
Las Vegas
Los Angeles
Newport Beach
New York
New York Brookfield place
Palo Alto
Scottsdale
Westlake Village

EMPLOYEES:

Over 600 employees in the United States

EXECUTIVE TEAM:

Candace Nelson- Chief Executive Officer and public face of the company
Charles Nelson- President
Nicole Schwartz- VP of Marketing/Social Media
Vineet Chaplot- VP of International Operations
Marissa Hanley- Director of Sales
Celeste Elmore- Director of Human Resources

AWARDS AND RECOGNITION:

Best of Scottsdale 2014
Scottsdale Living
"The Best Brightest and most Beautiful things in Scottsdale"

111 Must-Try Tasters
Jezebel
"Dishes, Drinks and Desserts"

"The progenitor of the haute cupcake craze"
Los Angeles Times

Sprinkles: 2011 Best of Chicago
Chicago Magazine

Sprinkles: Best of Orange County
The Orange County Register

HEADQUARTERS:

424 N La Cienega Beverly Hills, CA 90211

