




COMPANY
BIO _

WE MAKE BAKEWARE



“If you’re looking for the best nonstick cake pan, it fits that description...”

epicurious

“Fat Daddio’s are the gold standard...”

bon appétit

“Fat Daddio’s makes pans with perfectly straight sides in many, many sizes...”

The New York Times

Sold in **61 COUNTRIES** WORLDWIDE
6,000+ RETAIL LOCATIONS

#1 SELLING CAKE PAN
on **amazon**

Michael's

Carrefour

LAKELAND

HOMESENSE

TAVOLA

Walmart

ACE
Hardware

WebstaurantStore

amazon.ca
amazon.co.uk

Bake
Deco
KEREKES

TRUSTED BY

The Cheesecake Factory
CHUCKE.CHEESE'S.

cake BY COURTNEY
Liv for Cakes.

Dianne's
FINE DESSERTS

Juniors

CARLO'S
SINCE 1910
HOBOKEN
BAKE SHOP

HOW TO
CAKE IT

Legendary
BAKING
SINCE 1948

WFF
GOLDMAN.

Panera
BREAD

SUGAR
BOWL
BAKERY

FAT DADDIO'S
AS SEEN ON

food
network

Disney

NETFLIX

CAKE
BOSS

ACE
OF
CAKES

CAKE
WARS
food
network

CAKE
WARS

NETFLIX
Nailed It!

NETFLIX
SUGAR RUSH

IS IT
CAKE?

Baking
IMPOSSIBLE
NETFLIX



THE PRODUCT



THE IDEAL BAKING SURFACE

Anodizing is not a coating but a finishing process that makes natural aluminum thicker, smoother, safer, and more versatile.

Our environmentally-friendly 'safe-seal' process is free of harmful dyes, CFC's, PTFE's or PFOA's.

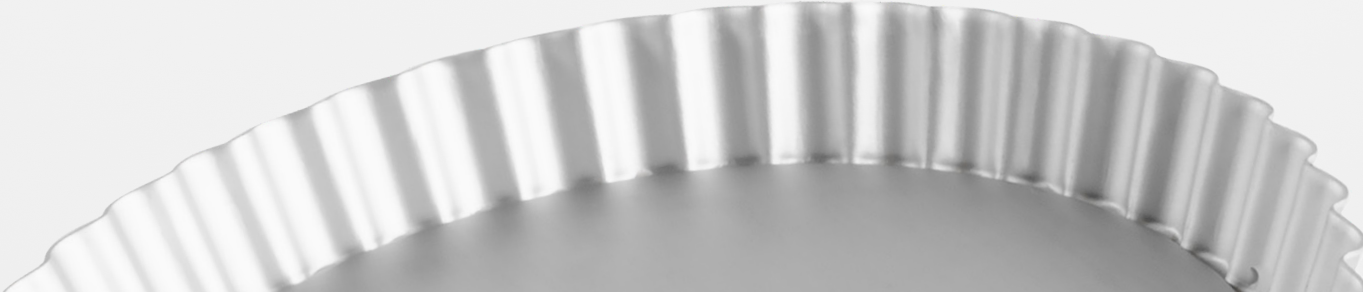
BUILT BAKERY TOUGH

ProSeries Bakeware was designed to perform in high-volume commercial kitchens.

Built with 3003 premium aluminum for uniform heat conductivity and durability. It is tested and certified by multiple agencies worldwide exceeding international safety standards.

PROFITABLE PLACEMENT

Fat Daddio's variety and brand recognition allows for middle to top-tier product placement and merchandising in multiple consumer segments like gourmet and kitchen, bakery supply, cake supply, restaurant and hospitality, retail bakeware, and e-commerce platforms.





HISTORY & EXPERIENCE

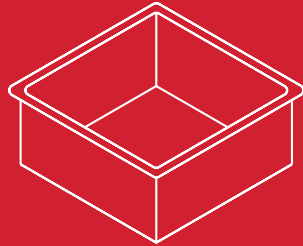
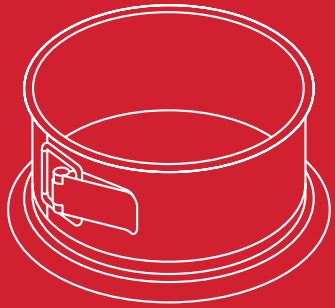
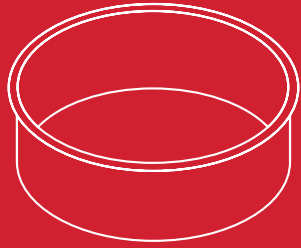
LOS ANGELES, CA

Founded in 1968, our family's natural aluminum bakeware became the standard for commercial bakeries, chefs, and private-labels for many of the leading brands and distributors around the world.

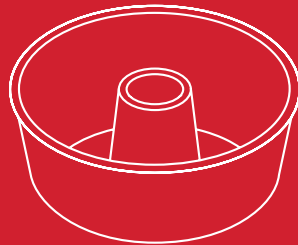
SPOKANE, WA

A Pacific Northwest company since 2006, we operate with the same family vision passed down through three generations. We combine the best materials and design for proven professional baking results.





BRAND STORY





MANUFACTURERS with FANS

We operate a B2B wholesale model with an industry experienced team. We do not sell direct to consumer or retail. Our mission is to create partnerships and product value for an active and enthusiastic baking community.

A GLOBAL BAKING BRAND

Fat Daddio's is now available in 61 countries.

Average monthly online product and media impressions reach 1.3 million (all media).

AGE: 25 - 45
FEMALE: 64%
MOBILE DEVICE: 63%
BACHELOR DEGREE
INCOME: 50 - 100K USD

SOCIAL MEDIA INFLUENCERS

Collaborations with other retail partners are essential. Our in-house marketing dept creates industry content and promotions featuring baking results. Client services include digital layout, video projects, ecommerce platform optimization, landing pages and website design.



fatdaddios.com





SUPPLY
CHAIN



A positive supply chain starts with an industry-managed demand forecast.

We understand product assortment and sizes through each seasonal cycle. Fat Daddio's vertical integration ensures quality and cost controls through every step of production from rolled raw materials and tooling to packaging design. Together with our distribution and shipping partners, we manufacture, warehouse, and deliver the inventory meeting the worldwide demand for Fat Daddio's ProSeries Bakeware.



THANK
YOU

