

BAKERIES AND DESSERT SHOPS · CAPTION PACK

30 caption starters for bakeries and dessert shops

Copy one, fill in the brackets, and make it sound like you.

A new bake

New in the case this week: [bake]. [One line on what makes it good].

We tested this one [number] times before it was ready. Say hello to [bake].

[Flavour] season is here. [Bake] is on the shelf until [date].

Fresh out of the oven at [time]: [bake]. Come early, it goes fast.

Our new [bake], made with [ingredient]. Tell us what you think.

Orders and pre-orders

Taking orders for [occasion] cakes until [date]. Message us to book yours.

Need [number] pieces for an office treat? We can box them up. Order by [day].

Custom cakes need [number] days notice. Send us your idea and the date.

Pre-order [bake] for the weekend and skip the queue: [how].

Only [number] [bake] boxes left for [date]. Message us to hold one.

Behind the counter

[Time] in our kitchen: [what you are making].

Meet [name], who shapes every [bake] by hand.

This dough rests for [hours] before it goes in the oven. Here is why: [reason].

Where our [ingredient] comes from: [supplier or place].

Our favourite part of the day: [moment].

Your customers

Thank you for the kind words, [name]. We loved making your [bake].

Your most bought bake this month: [bake]. Did you guess it?

Regulars know to ask for [secret extra]. Now you do too.

Tag the friend you would share a [bake] with. Or not share.

Which one are you picking, [bake A] or [bake B]?

Holidays and occasions

[Festival] specials are here: [bakes], from [date] to [date].

Birthday coming up? Our [cake] serves about [number] people.

Open on [holiday] from [time] to [time]. Pick up your orders then.

Closed on [date] so our team can rest. Back on [date] with fresh bakes.

Gift boxes for [occasion] are ready. Message us to order.

Practical info

Our hours this week: [hours].

Find us at [address]. Parking at [place].

Delivery is on [app]. Pick up is faster: order ahead at [how].

Today's case: [list of bakes]. Some sell out by [time].

Allergy questions? Ask us about [ingredient] before you order.

Or let Suara do it for you.

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