



# COMPANY & BRANDS PRESENTATION

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## Who We Are

Mausac Group is a family-owned holding company that integrates its portfolio of brands and companies to develop, manufacture, and distribute food products across North America.

## Our Story

Our story begins in 2006 when pastry Chef Eliana Campos Berry opened her first bakery, Pastelería Eliana. Chef Eliana's dedication to creativity, flexibility, proactivity, resilience, and quality proved triumphant, and Pasteleria Eliana quickly saw astonishing success.

Following the growth of her first company, Chef Eliana's middle son Mauricio found it necessary to incorporate additional brands and companies to address the diverse demands of the development, manufacturing, and distribution of food products in North America.

In pursuit of unifying these diverse entities under a coordinated foundation, MAUSAC GROUP was born.

MAUSAC GROUP remains a family-owned company that thrives on Chef Eliana's original path of joy, excellence, partnership, innovation, and quality. While nurturing its current holdings, it aspires to pave the way for future brands and companies that can provide new solutions to evolving market demands. Every step of the way, MAUSAC GROUP is led towards success by the original virtues that Eliana baked into her very first cake.

## Our Mission

We strive to expand, optimize, and integrate our brands and companies for them to reach their highest potential.

## Our 5 Principles

### CULTIVATE JOY

Fostering a world where wonder, creativity, and enthusiasm thrive.

### DELIVER EXCELLENCE

Performing with excellence to ensure superior quality in all endeavors.

### BE A PARTNER

Working together towards success with collaboration, support, and resilience.

### FOSTER INNOVATION

Leading progress by encouraging new ideas and constantly improving.

### PRIORITIZE QUALITY

Upholding our commitment to quality as the central focus in every undertaking.

# ORGANIZATION



COMPANIES

**BLISS ALIMENTOS**  
*Commercialization, MEX*

Commercialization and distribution company serving the Mexican territory.

**BLISS FOODS**  
*Commercialization, USA*

Commercialization and distribution company serving the United States territory.

**BLISS ECOM**  
*Commercialization, Ecom*

E-commerce channel focused company.

**DECOBRANDS**  
*Brand Management*

Brand ownership and management firm.

**PASTELERIA ELIANA**  
*Manufacturer*

Certified food manufacturing company.

BRANDS



DecoCookies® specializes in hand-decorated cookies.



CookieCanvas™ specializes in DIY cookie coloring activities.



Deliana's Bakery® specializes in bakery products and solutions.



Woofkies® specializes in hand-decorated dog treats.



# BRAND & PRODUCTS PRESENTATION

We are DecoCookies®, the Baking You Happy® brand.



# It begins with a mother's love.



*Chef Eliana Campos Berry, Founder*

## **Our story begins 20+ years ago,**

when Chef Eliana Campos Berry, a mother-of-three with a passion for baking, discovered her talent for decorated cookies.

Eliana's heartfelt decorations brought instant joy to her children and family. Inspired by this, she founded DecoCookies® in her home kitchen with a dream of bringing happiness to her entire community.

Today, DecoCookies® is the largest hand-decorated cookie brand in the world, spreading joy to millions each year through Eliana's original dream of **Baking You Happy®**.

# What is DecoCookies® ?



DecoCookies® is a MAUSAC GROUP brand that specializes in hand-decorated cookies.

## What makes DecoCookies® so unique?

Exceptional Decorations

Unique Products

Delicious Recipes

Diverse Collections

Certified Quality

Nut-Free Products

Maximum Joy!

Proud to Create

100M+  
SMILES

across North America!





# Creations from the heart.

We offer 2 unique product categories:



## Hand-Decorated Sugar Cookies

Our classic 100% hand-decorated sugar cookies beloved by millions of smiles across the globe.



## Hand-Decorated Cookie Cakes

Fully finished chocolate chip cookie cakes hand-decorated with love (and fluffy frosting).



## BRAND & PRODUCTS PRESENTATION

We are Cookie Canvas™, the edible imagination brand.



# Taste your imagination.



## Our Story

At Cookie Canvas™, we believe everyone can be an artist, and every cookie can be a canvas.

Inspired by the magic of imagination and a love for cookies, we created Cookie Canvas™ to help you transform your dreams into delicious masterpieces.

Our do-it-yourself cookie coloring kits feature vibrant, fun designs that spark wonder and make decorating enjoyable. And with our commitment to using the tastiest recipes, you can indulge in your own artistry.

Cookie Canvas™ empowers the world to blend art and flavor, crafting sweet adventures one cookie at a time.





# What is Cookie Canvas™?



Cookie Canvas™ is a MAUSAC Group brand that specializes in DIY cookie coloring activities.

## What makes Cookie Canvas™ so unique?

Colorful  
Designs

Fun Cookie  
Shapes

Diverse  
Collections

Delicious  
Recipes

Certified  
Quality

100% Peanut &  
Tree Nut-Free

Making North America's

# SWEETEST DREAMS

come true!





# Tasty canvases for budding creators.



We offer a new and unique product category:



## Color-Your-Own Cookie Kits

Colorable sugar cookies in unique shapes and playful designs, paired with vibrant edible markers—everything needed to create delicious masterpieces.



# BRAND PRESENTATION

**We are Deliana's Bakery<sup>®</sup>, the boundless bakery brand.**

# Founded by creativity in the kitchen.



*Chef Eliana Campos Berry, Founder*

## Our Story

When she was 12 years old, Eliana Campos Berry created her very first cake recipe. Her family loved it, so she made another. And another. And another.

Inspired by her newfound passion, Eliana began making unique recipes for the bakery favorites of friends and family. With each delectable creation, she honed her skills and delighted everyone around her.

Eventually, Eliana's kitchen was overflowing with custom treats for family and beyond, from giant nut-free carrot cakes to mini sugar cookies. Her extraordinary delicacies became so famous within her community that in a matter of time, even national retailers were reaching out with ideas.

Eliana realized she was on the cusp of something incredible, and in 2006®, Deliana's Bakery® was born.

Today, Deliana's Bakery® continues Eliana's tradition of creativity, versatility, and deliciousness in bakery products. Every step of the way, Deliana's Bakery® bakes possibilities a reality.



# What is Deliana's Bakery® ?



Deliana's Bakery® is a MAUSAC GROUP brand that specializes in bakery products and solutions.

## What makes Deliana's Bakery® so unique?

**Innovation**  
Redefining possibilities.

**Creativity**  
Powered by imagination.

**Flexibility**  
Accommodating needs.

**Versatility**  
Creating limitlessly.

**Quality**  
Certified quality, always.

**Deliciousness**  
Bringing joy to tastebuds.

**Expertise**  
20+ years of experience.



Perfecting bakery solutions with

**20+**  
**YEARS**  
of experience!





# Baking your perfect match.



**We offer 2 categories of bakery products and solutions:**



## Fully Finished Bakery Items

Finished, ready-to-sell bakery items from cakes to cookies and beyond.



## In-Store Bakery Kits

Everything and anything you need to assemble beloved bakery items for commercial use with ease.



# BRAND & PRODUCTS PRESENTATION

We are Woofkies®, the Barking You Happy® brand.



# OH, FOR THE LOVE OF DOGS!



**BARKING YOU HAPPY**

## Our Story

Dogs aren't just pets, they're **family**!

And as a baker, Chef Eliana Campos Berry loves decorating cookies for her family—a tradition she always wished to extend to her furry companions, too.

So, in 2021, she founded Woofkies®: a brand dedicated to sharing the joy of decorated cookies with dogs.

Woofkies® offers hand-decorated dog treats that bring moments of joy and connection between pets and their paw-rents.

With handcrafted decorations, imaginative designs, and tempting flavors, Woofkies® promises to enrich every cherished moment spent with your dog, one treat at a time.



# WOOF IN THE WORLD IS WOOFKIES® ?



Woofkies® is a MAUSAC GROUP brand that specializes in hand-decorated dog treats.

## WHAT MAKES WOOFKIES® SO UNIQUE?

Masterful Decorations

Joyful Designs

Dog-Friendly Recipes

Unique Pack Options

Nut-Free Products

Certified Quality



Treating Dogs to Joyful Experiences at

**10,000+**  
**POINTS OF SALE**

across North America!





# DOGGONE GOOD, INSIDE AND OUT.

We offer one unique product category:



## HAND-DECORATED DOG TREATS

100% hand-decorated cookies for dogs, made with love and artisanal decorations.



[www.mausac.com](http://www.mausac.com) | [hello@mausac.com](mailto:hello@mausac.com)