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act ingredients

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key re  
- kitchen table

\* value prop.

- cup cakes  
- Premium  
- anniversary

→ W. fairs.  
- lobbigan brides  
- posting group  
↳ Leic school mail

Chan

→ online

Customers

- gift mkt.

- women.  
- birthday

→ annivers

↳ wedding cakes

costs

↓ 5

↑ 150

