

Let Them Eat Cake^{Inc.}®™



February 27th's launch:
welcomes all media and the public to attend.

Location:
4747 East Thomas Road
Phoenix, AZ 85018

New Café Hours:
Tues-Friday 9 - 5pm
Saturday 9 - 12pm
Closed Sundays & Mondays

**Kids Club After School
Specials:**
Tues-Thur 2-5pm

Contact Info:
Barbara Gardner 602.952.5272
www.LetThemEatCakeAZ.com

FOR IMMEDIATE RELEASE

Contact: Barbara Gardner 602.952.5272

A Cupcake Café To Call Our Own Established Phoenix bakery opens new café that is as cute as their cupcakes

PHOENIX (February, 2007) — *Let Them Eat Cake Inc* is an established family-owned cake boutique in the heart of Phoenix which is proud to announce their new addition, Cupcake's Café. After years of offering cupcakes as a fun alternative to their variety of elaborate wedding & party cakes Barbara Gardner, owner and chief 'Cake Lady', has decided to fulfill one of her dreams to open her own 'public' establishment. The pink hued whimsical themed storefront with adorable high top tables and stools will soon be hosting a variety of 17 types of cupcakes that are sure to be the talk of the town. The Café will offer a total of 10 varieties a day with 5 flavors being daily and another 5 that will be specials. The launch day for Cupcake's Café will be Tuesday February 27th 9-5pm (and celebrated all week) at their location at 48th Street & Thomas (SW corner). They invite everyone to come down and for only \$3 get a taste of heaven.

The Gardner's have two small children which is why their new family-friendly store created The Kids Club. "I've been creating party cakes, corporate cakes and weddings cakes for 30 years, so with Cupcake's Café opening we want to create more of a sense of family & community", states Gardner. The Club is free to 'join' and is for kids up to 18 and will offer kids after school specials (cupcake and milk for a discount), along with the option of custom created birthday parties and a punch card for them to earn their own free cupcake.

A few popular flavors are Mocha Madness, Butter Rum, Boston Crème Pie, Velvet Rose & Chocolate Rampage. One of the 17 flavors was inspired by local business *Chat, Chew & Chocolate* – "we teamed up with Dena at CCC to co-create a fun cupcake that represents their theme & look it's pink and brown "sprinkled" with a little inspiration", adds Gardner.

Not only does *Let Them Eat Cake Inc.* make the most beautiful and "tastiest" wedding cake, don't forget about the Bridal Shower, Bachelorette Party, luncheons, Teas, Grooms Cakes, birthday, corporate, farewell, baby shower, retirement or any other occasion. Because they are an all-custom cake boutique they can (and have) made cakes in some of the wildest shapes and sizes which a few of them can be seen on their website. Because they are often on a waiting list we encourage people to call us as soon as they know they want something). Now with Cupcake's Café open they will host an array of homemade cupcakes in their storefront, along with 3-5 fresh party cakes (6"-8") that are available for cash & carry for those last minute needs.

Let Them Eat Cake Inc. is a family-owned and operated "Cake Boutique." It is headed up by Barbara Gardner who has been designing and decorating customized wedding and all-occasion cakes since 1977. With her husband Mitch they have a staff of 5 and pride themselves on fresh, moist cake - never frozen. They offer some of the friendliest and professional staff with the most on-time deliveries in the Valley. They have won many awards over the years, most recently "The 2006 Tastiest Cake" voted by brides through The Wedding Chronicle. In addition to their popular wedding cakes, their party cakes have served hundreds of corporate clients and the likes of The Chicago Cubs, The Phoenix Suns, and even George Clooney.