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Contact: Jennifer Bartos
Tel: 512.371.3401 or 866.371.3401
Fax: 512.302.9743
Email: info@allinonebakeshop.com

COUNTDOWN TO LAUNCH BEGINS FOR THE 2010 "THAT TAKES THE CAKE!"
SUGAR ART SHOW AND CAKE COMPETITION

AUSTIN, Texas - October 27, 2009

Cake art professionals and enthusiasts ranging from beginners to television celebrities will gather at the Crockett Events Center on February 27 and 28, 2010 to experience "2010 - A Cake Odyssey". This public event will delight all ages with amazing displays of sugar art, on-site classes and competitions, specialty vendors, and more. Hosted by Austin's Capital Confectioners Cake Club, the Show is the largest show of its type in Texas and among the top three cake shows nationally.

This year's science fiction theme challenges the special Show Cake category participants to create aliens, space ships, fantasy creatures, monsters, robots, or other out-of-this-world concepts out of cake and sugar. "These are not your traditional wedding cakes," said Jennifer Bartos, That Takes the Cake Show Director and owner of All in One Bake Shop. "Show Cakes are decorated to reflect a specific theme with a minimum height of 2 feet and serving size of 100... The sky and the decorator's imagination are the only limitations. I am sure the cakes will be out of this world!" Inspiration will be drawn from the likes of Star Trek, Star Wars, Doctor Who, the Jetsons, Lost in Space, Harry Potter, Lord of the Rings and Twilight, as well as the original ideas of some of the most amazing sugar artists in the world. Kyla Myers, President of the Capital Confectioners of Austin, Texas, said the theme makes the show unique. "Having such a different theme allows our sugar artists to really stretch themselves and ensures we get entries that are new and fresh." Myers added, "Austin is a geek town filled with technology. Where there are geeks there is a love of sci-fi and sci-fantasy. This theme pays homage to that culture."

Both Myers and Bartos expressed excitement at the high calibre of sugar art celebrities already confirmed for the show, including some of the hottest competitors from the Food Network Challenge series and other well-known artists such as Mike McCarey of Mike's Amazing Cakes in Redmond, WA (www.mikesamazingcakes.com); Nicholas Lodge, founder of the International Sugar Art Collection in Norcross, GA (www.nicholaslodge.com); Kathy Scott owner of Sweet Expressions custom bakery in Abbeville, SC (www.sweetexpress.net); Geraldine Randlesome, founder of Creative Cutters in Ontario, Canada (www.creativecutters.com); John Kraus, pastry chef and instructor at the French Pastry School in Chicago, IL (www.frenchpastryschool.com) and Lauren Kitchens, owner of Fancy Cakes by Lauren in Dallas, TX (www.fancycakesbylauren.com). Some of these spectacular instructors will also be teaching classes at a variety of skill levels in the days before and after the show. "There are just not many opportunities like this to have so many recognized industry leaders at one event," said Bartos.

But the show is not just for the experts and celebrities. A wide range of categories in the competition means everyone can participate. With no fee for entrants 17 years old and under, it makes for a great family event. "The competition is broken into divisions and styles so that beginners are not competing against master decorators and tiered wedding cakes are not being judged against sculpted cakes," said Bartos. "There is a division and style for everyone!"

Myers expects the new cupcake category to attract more decorators of all skill levels than ever before. "In recent years cupcakes have become more and more popular and...we're embracing that. In many ways

cupcakes are less intimidating than decorating a full-size cake." Bartos said the new category even has its own celebrity judge. "We are bringing in Amy Eiler, founder and owner of Cupcake Envy in Wake Forest, NC, to head-up the judging for this portion of the competition. She is known for her creative and innovative decorated cupcake designs."

Bartos has been the show's director since it was founded six years ago and is excited by its fantastic growth. "At the 2009 show we had over 300 entries and more than 2500 attendees. We are gearing up for an even bigger show in 2010!"

Registration is now open at thattakesthecake.org for those wishing to compete or sign up for classes. Those who wish to just see the amazing works of art can purchase tickets at the door for \$8 each day or a weekend pass for \$14, with children under 18 admitted free. Tickets are \$1 less with the donation of a non-perishable food item benefitting the Capital Area Food Bank of Texas.

"The show is filled with so many events: demonstrations, on-site competitions similar to mini-Food Network Challenges, hands-on classes and kids decorating," said Bartos. "Add to that a great mix of vendors selling hard-to-find tools and supplies, plus the opportunity to see hundreds of amazing works of edible sugar art entries...it truly is a full weekend-long event so get the weekend pass because you will not want to miss any of it!"

2010 That Takes the Cake! Sugar Art Show and Cake Competition

Dates: February 27 and 28, 2010

Location: The Crockett Center, 10601 Lamar Avenue, Austin, TX 78753

Registration and pricing information available at thattakesthecake.org

Additional Information

Proceeds of this event benefit Capital Confectioners and also provide scholarships for local culinary students. Founded in 2002, the Capital Confectioners Cake Club is a Texas non-profit corporation, dedicated to sharing, promoting, encouraging, and expanding the appreciation and practice of the art of cake decorating, and confectionary art forms, and other decorative arts. Members range from at home hobby decorators to professional decorators. More information about the Club is available at www.capitalconfectioners.com.

Jennifer Bartos is the Chair of the That Takes the Cake! 2010 Cake & Sugar Art Show & Competition. Ms. Bartos is the owner of All in One Bake Shop and is the founder of the Capital Confectioners Cake Club.

Kyla Myers is in her 2nd term as president of the Capital Confectioner cake Club. She is an avid cake decorator and the Club's resident geek. Ms. Myers can be contacted at kylakae@gmail.com or 512-698-6642.

More information, pictures of prior year's entries and winning recipes from prior year's tasting competitions are available. Contact Jennifer Bartos with any requests for additional information.

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