



PRESS RELEASE
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THESE STICKERS TAKE THE CAKE!

Outrageous creations from CHARM CITY CAKES inspire tasty sticker collection from MRS. GROSSMAN'S

PETALUMA, CA. June 2008 - Mrs. Grossman's, the oldest and largest decorative sticker company in the country, and Charm City Cakes, the Baltimore bakery that turned cake decorating into a hit TV show, have teamed up to launch Mrs. Grossman's Charm City Cakes Sticker Collection.

The unique line of stickers was inspired by the imaginative custom cake creations of bakery owner and celebrity chef, Duff Goldman. Goldman and his like-minded design team are legendary for their colorful, made to order cakes which have included everything from classic, one-of-a-kind wedding and birthday creations to characters from popular films.

"I think these stickers really capture the spirit, fun and diversity of Charm City Cakes," says Chef Goldman, whose baking tools include everything from blowtorches to power saws. Andrea Grossman, president and founder of Mrs. Grossman's agrees, saying, "This collection is a good mix of elegance and wackiness and will appeal to everyone from fans of the show to home bakers to crafters."

Goldman selected twelve of his favorite cake designs to be illustrated for Mrs. Grossman's new collection. Each one of the distinctive cakes is surrounded by a variety of coordinating embellishments. Ideal for decorating everything from cards, envelopes and gift bags to recipe binders and scrapbook pages, each package includes a bonus - Duff's favorite recipe for French Buttercream.

Mrs. Grossman's Charm City Cake Sticker Collection includes:

- Bong Bong Cake
- Animal Cracker Cake
- Side of Fries Cake
- Topsy Turvy Cake
- Pretty in Pink Cake
- Blue Blooms Cake
- Froggy & Friends Cake
- Sock Monkey Cake
- Oh Boy! Cake
- It's a Girl! Cake
- Elegant Swirl Cake
- Wildflower Wedding Cake

The collection will launch at the CHA (Craft Hobby Association) trade show at the Donald Stevens Convention Center in Chicago, July 18 – 20.

Mrs. Grossman's Charm City Cakes Sticker Collection

Size: 4" x 5 ½" package

Stickers per pack: 1

Suggested Retail Price: \$1.99