

Sweetness Bakery



Media Kit

EANA

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November 10th, 2011

Dear Mary Nolan,

This package encloses a media kit informing you of an upcoming event hosted by Sweetness Bakery. The event, "Cupcake Day on Locke Street" will be held on November 26th, 2011 at the Locke Street location from 12:00 p.m. – 4:00 p.m. The premise for this event is to raise awareness and obtain donations for the Kiwanis Boys and Girls club, a nonprofit organization which provides children and youth opportunities to reach their full potential in life through education, physical health, and social development. Sweetness Bakery takes pride in involving itself with the Hamilton community. In the past, they have partnered with various charities including: United Way, Easter Seals Disability Services, Shoppers Drug Mart Weekend to End Women's Cancers, and Juravinski Cancer Centre Foundation. Additionally, Sweetness Bakery has donated funding to the Burlington Art Centre's Children Programming and Joseph Brant Memorial Hospital.

Since their first opening in August 2010, Sweetness Bakery has been expanding at a steady rate. Currently, there are four Sweetness Bakery locations within the Hamilton and Burlington area. The addition of a fifth location in Dundas will be opening at the end of November 2011. Sweetness Bakery is known for their cupcakes, but also offer a diverse variety of sweet treats. A goal of the company is to upkeep their safe bakery atmosphere for individuals with peanut/nut allergies. Sweetness Bakery sells peanut/nut free items, as well as gluten and sugar free items. The mandate of the company is to accommodate the needs of everyone.

Please take the time to look over the information included in this media kit. EANA Communications and Sweetness Bakery are thrilled to have the opportunity to invite the Hamilton community to support a local charity event for a great cause. If you have any questions or concerns, please do not hesitate to contact EANA Communications at emily@eanacmst.ca or at (905) 902-1000.

Thank you for your time and interest.

Best regards,
EANA Communications



NEWS RELEASE

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

Susan Rucchin

289-389-9785

Locke@sweetnessbakery.ca

CUPCAKES FOR A CAUSE

Sweetness Bakery Gives back to the Community

HAMILTON, ON – November 10, 2011 – Sweetness Bakery is inviting local cupcake bakers, friends, family, and community members to Cupcake Day on Locke Street, a charity event and competition to celebrate the Kiwanis Boys and Girls Club. Cupcake Day on Locke Street will be held on November 26th, 2011 at the Locke Street location, 196 Locke Street South, from 12:00 pm – 4:00 pm. The competition will showcase local bakers' talents in cupcake crafting. The winner will receive the opportunity for Sweetness Bakery to sell and bake their creation for the month of December at the Locke street location. At the end of December, all of the profit from the feature cupcake will go to the Kiwanis Boys and Girls Club.

Canadian celebrity chef Anna Olson will be present to judge the competition, as well as Sweetness Bakery's owner, Steve Deighton. Potential contenders are asked to sign up on the Sweetness Bakery website (<http://sweetnessbakery.ca/signup>) prior to November 20th, 2011, and to bring their cupcake recipe card along with their creations to the event. On the day of the event, there will be complimentary face painting, music, and appetizers for guests attending. Local Hamiltonian Emily Smith says, "I'm so excited for this event! It is a great opportunity for local bakers to experience some fame while baking for a great cause!"

Sweetness Bakery asks that local bakers get their eggs cracking, whisks whisking and cupcakes iced.

- end -

BAKING FOR A CAUSE



Sweetness Bakery's delicious vanilla flavoured cupcake.

photo by Navneet Randhawa

By Navneet Randhawa

Locke Street just became a whole lot sweeter. Sweetness Bakery is asking all local bakers to take out their aprons and start baking cupcakes. On November 26th, 2011, from 12:00 p.m. till 4:00 p.m., Sweetness Bakery will be holding their charity event for the Kiwanis Boys and Girls Club at the Locke Street location at 196 Locke Street South. This event will consist of a competition, complementary activities such as face painting, and treats for those attending.

Sweetness Bakery extends their invitation of this event to local bakers, friends, family and members of the community.

Sweetness Bakery welcomes special guest Anna Olson to Cupcake Day on Locke Street as a competition judge along with the bakery's owner, Steve Deighton. Anna Olson, who is a professionally trained pastry chef, will taste all of the cupcakes that the contestants bring in, and she will give the cupcakes a score out of ten based on the following components:

texture, icing, taste, and presentation. The winning cupcake will be sold for the month of December at Sweetness Bakery's Locke Street location, and all of the proceeds made from the winning cupcake will go to the Kiwanis Boys and Girls Club. Olson says, "I am so happy to be working with Sweetness Bakery for a great cause and community event". Steve Deighton comments, "I cannot wait for this event. It has taken months of planning, and a lot of hard work from our staff here at Sweetness Bakery. Giving back to the community is really important to me, so I encourage everybody in the community to come out and spend the day here with us at Sweetness on Locke!"

On the day of the competition, competitors must bring in a half-dozen of their freshly baked cupcakes, along with a recipe card for their creation. All contestants who wish to join in on the competition must register online at Sweetness Bakery's official website (www.sweetnessbakery.ca/signup) by November 20th, 2011. Shortly after contestants register online, they will receive an e-mail confirming their entry to the competition. Space is limited, so Sweetness Bakery encourages all possible competitors to register as early as possible. Registration for the event opens Saturday November 12th, at 10:00 a.m., and will run until Sunday November 20th, where it will close at 11:59 p.m. All of the rules and guidelines for Cupcake Day on Locke Street can

be found in the contest section of Sweetness Bakery's website.

Sweetness Bakery welcomes all local bakers, family, friends, and community members to Cupcake Day on Locke Street. There will be complimentary face painting, music, sweets and refreshments for all guests attending. Guests will also be able to watch the competition and cheer on the competitors partaking in the competition. Local baker Ben Harris says, "I can't wait for this event that Sweetness Bakery is having. I live up the street and visit frequently. Currently I've been trying out new cupcake recipes to impress the judges". Ben Harris says that if he wins the competition, he will be delighted. The Kiwanis Boys and Girls Club is an organization he holds dear to his heart. "When I was a teenager, I volunteered at the Club and offered my services as a lifeguard in the aquatics division. I love what the Club does in helping create equality for children in the community."

The staff at Sweetness Bakery is looking forward to this event and seeing the smiling faces of its community members on this special day. All local bakers get your eggs cracking, whisks whisking and cupcakes iced. Whether you are young or old, a baker or not, Sweetness Bakery hopes to see you on November 26th, 2011 at Cupcake Day on Locke Street.

nrandhawa@thespec.com

KEY PERSONNEL BIOGRAPHIES

Steve Deighton, President/Owner



Steve Deighton is the president and owner of Sweetness Bakery. Deighton earned his Honours Bachelor of Arts in history from the University of Western Ontario and King's University College, between the years of 1986-1993.¹ Deighton's past work experiences include Director of Business and Development for Match Marketing Group between April 1998-June 2003.² In March 2010, Deighton developed Sweetness Bakery, which opened its first location in August 2010.³ Along with Sweetness Bakery, Deighton is also the president and owner of Go Bee Industries Inc/Go Bee USA Inc since June 2003.⁴ Go Bee Industries is an experiential marketing company with field marketing personnel across North America.⁵ The company specializes in mobile tour production and experiences, sampling, promotions, product launches, consumer intercept and event management.⁶ Steve Deighton's strong background in business has helped make Sweetness Bakery a successful business.

Susan Rucchin, Manager/ Business Development



Susan Rucchin is the manager and business developer for Sweetness Bakery. Rucchin earned her Honours Bachelor of Business Administration from Wilfred Laurier University between the years of 1988-1992.⁷ Rucchin previous work experience includes the position of Account Manager for Storck (Werther's Original), where she focused on sales and marketing.⁸ Susan's current role at Sweetness Bakery is very similar to that of a general manager, as she oversees all aspects of the business, which includes human resource, operations, sales, and marketing.⁹ Susan Rucchin's business background as well as previous managerial roles makes her well qualified for the position of Manager/Business Development at Sweetness Bakery.

SWEETNESS BAKERY FACT SHEET

Locations:

- 357 Brant St., Burlington, which opened on August 28th, 2010.
- 196 Locke St. S., Hamilton, which opened on November 19th, 2010.
- 240 Wilson St. E., Ancaster, which opened on July 30th, 2011.
- 203 Ottawa St. N., Hamilton, which opened on October 1st, 2011.
- *Opening a 5th location in Dundas, November 2011.

Important Facts:

- Peanut/nut free bakery.
- Has a mobile Sweetness Bakery truck.
- The truck travels around the Hamilton area during the summer and sells Sweetness' desserts.
- The name of the bakery is derived from Steve Deighton's daughters nickname, "Sweetness".
- A line of special treats titled "Foster's Favourites" is named after Steve Deighton's son.
- The location that receives the most business is the Ancaster location.
- With the purchase of 6 or more items, there is no tax.
- Has a seasonal/holiday menu in addition to its regular menu.
- Approximately 20 different varieties of cupcakes are made each day (at each location).
- Home of the "Sweety Pop" (otherwise known as cake pops). Available in 4 different flavours.
- 35 different cupcake flavours available.
- 14 different cake flavours available.
- 9 different pie and tart flavours available.
- 7 different square flavours available.
- 7 different cookie flavours available.

BACKGROUNDER

Sweetness Bakery opened to provide readily available, nut-free choices to consumers who are interested in freshly baked cupcakes, cakes and a number of other delicious treats. When Steve Deighton, owner of Sweetness Bakery, found out that his two-year-old son Foster was allergic to both peanuts and tree nuts, Deighton and his wife decided to open a bakery. Their mission was to open a bakery that would be safe for anyone diagnosed with anaphylaxis (peanut/nut allergy) to visit and purchase items without thinking twice about what they are buying.¹⁰ Opening a bakery on the foundation of this credential is exactly what Deighton and his wife accomplished.

Steve Deighton and his wife find their greatest joy in life from their kids.¹¹ With Sweetness Bakery, Deighton and his wife wanted to capture their children's sweet spirit to "embrace and marvel at new things, be young and live life to its fullest forever".¹² As a result, Deighton named the bakery "Sweetness" after his Daughter, Chloe, who shares this as her nickname.¹³ Deighton also created a line of treats known as "Foster's Favourites", which are Foster's recommendations to patrons of Sweetness Bakery.¹⁴

The first Sweetness Bakery location opened Saturday August 28th, 2010 in Burlington, Ontario.¹⁵ Since then, one location in Ancaster, and two locations in Hamilton have also opened¹⁶; in late November 2011, Sweetness Bakery will open their fifth location in Dundas.¹⁷ Steve Deighton continues to expand the business to various locations in and around the Hamilton area because of the exclusive market.¹⁸

Other than cupcakes, Sweetness Bakery also offers pies, tarts, squares, cookies, cheesecake and their famous "Sweety Pops", otherwise known as cake pops.¹⁹ All of the products sold are peanut/nut-free and are prepared by accredited pastry chefs and bakers.²⁰ Sweetness Bakery also sells gluten-free and sugar-free treats, as well as accepts special orders for these products. Recently, Sweetness Bakery introduced a mobile truck unit, which allows the bakery's sweet treats to be sold at local festivals and community events.²¹

Sweetness Bakery also plays a charitable role within community. In the past, the bakery has partnered with a number of different charities, including: United Way, Easter Seals Disability Services, Shoppers Drug Mart Weekend to End Women's Cancers, and Juravinski

Cancer Centre Foundation.²² Sweetness Bakery has also donated funding to the Joseph Brant Memorial Hospital and the Burlington Art Centre's Children Programming.²³

Sweetness Bakery will host an upcoming event, "Cupcake Day on Locke Street" on November 26th, 2011 at the Locke Street location (196 Locke Street South, Hamilton, Ontario), from 12:00 p.m. – 4:00 p.m. This event is inviting local bakers, friends, families, and community members to come to the location and enjoy the afternoon by participating in the competition, or partaking in the complimentary activities. Canadian celebrity chef Anna Olson, as well as Sweetness Bakery's owner, Steve Deighton, will be judging the competition. The winner will have their cupcake creation baked and sold at the Locke Street location for the month of December, with all proceeds from the sales going towards the Kiwanis Boys and Girls Club.

PHOTO SHEETS,
GRAPHIC TREATMENTS,
AND OTHER
COMMUNICATION
MATERIALS



“Sweetness Mobile” from Sweetness Bakery Facebook Fan Page. By Sweetness Bakery; 17 June 2011; Web; 2 November 2011.



SWEETNESS BAKERY PRESENTS: CUPCAKE DAY ON LOCKE



DATE: November 26th, 2011

TIME: 12:00 p.m. – 4:00 p.m.

LOCATION: 196 Locke Street South, Hamilton ON
L8P 4B4

CONTACT: 289-389-9785

INFORMATION:

- Competition: Showcase your cupcake creations with your recipe cards at the event!
 - ****Register online. Limited space for competition entry.**
- Winning cupcake recipe will be sold @ Locke Street location for the month of December – all proceeds going towards Kiwanis Boys and Girls Club.
- Appearance by special guest Canadian chef **Anna Olson** to judge the competition
- Complimentary face painting, appetizers, music and other entertainment so bring the whole family!

For more information visit: www.sweetnessbakery.ca

PHOTOGRAPHY WORKS CITED

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"Our Story and More Sweetness." *Sweetness Bakery*. N.p. Web. 5 November 2011.
<<http://www.sweetnessbakery.ca>>.

¹⁰⁻²² "Our Story." *Sweetness Bakery*. N.p. Web. 7 November 2011.
<<http://www.sweetnessbakery.ca>>.

¹⁻⁶ Deighton, Steve. "Steve Deighton - Canada." *LinkedIn*. Web. 1 November 2011.
<<http://ca.linkedin.com/pub/steve-deighton/10/829/1b1>>

⁷⁻⁹ Rucchin, Susan. "Re: Sweetness Bakery." Message to Alicia Potvin. E-mail. 1 November 2011.

¹-6 Deighton, Steve. LinkedIn. 1 Nov. 2011. Web.

²⁻⁶ Ibid.

³ Ibid.

⁴ Ibid.

⁵ Ibid.

⁶ Ibid.

⁷ Rucchin, Susan. "Re: Sweetness Bakery." Message to Alicia Potvin. 1 Nov. 2011. Email.

⁸ Ibid.

⁹ Ibid.

¹⁰ "Our Story." *Sweetness Bakery*. N.p, Web. 7 November 2011.

<<http://www.sweetnessbakery.ca>>

¹¹ Ibid.

¹² Ibid.

¹³ Ibid.

¹⁴ Ibid.

¹⁵ Ibid.

¹⁶ Ibid.

¹⁷ Ibid.

¹⁸ Ibid.

¹⁹ Ibid.

²⁰ Ibid.

²¹ Ibid.

²² Ibid.

²³ Ibid.