

**FOR IMMEDIATE RELEASE**

**FREE CUPCAKE TASTING EVENT AT LOCAL BAKERY**  
*Sweets Bakeshop Invites the Public to Sample New Menu Additions*

(Minneapolis) August 9, 2011 — Before Sweets Bakeshop unveils changes to its roster of gourmet cupcakes, the local bakery invites community members to sample its kitchen's newest creations. On Saturday, August 13, Sweets' Minneapolis store will host a public cupcake tasting starting at noon. The event is free of charge and samples will be available throughout the afternoon while supplies last.

Fans of Sweets' innovative flavors and elegant design can expect more of the same flair from the new flavors offered this Saturday. Staff predict there will be between 5 and 10 new flavors for guests to enjoy, including chocolate, fruit, and nut-based cakes. "This is a very exciting time for Sweets" commented owner Ly Lo, "we're really hoping to wow people this weekend."

In addition to free samples, attendees will have the opportunity to fill out comment cards and give their feedback on the flavors they tried. While Sweets is eager to expand its offerings, the management also wants its loyal customers have their say. Even for those not familiar with Sweets' cupcakes, the tasting is a great chance to get involved in Minneapolis' vibrant baking community. Owners and chefs will be on hand this Saturday to chat about the new flavors and welcome the public.

**ABOUT SWEETS BAKESHOP**

Founded in November 2009, Sweets Bakeshop is a boutique bakery with locations in both Minneapolis and St. Paul. Specializing in cupcakes, French macarons, and custom cake decoration, Sweets offers treats fit for all of life's special occasions. The bakery is well known throughout the metro for its creative flavors and elegant presentation, but has recently enjoyed national recognition in the New York Times. A popular resource for hand-crafted cake designs, Sweets also won the 2011 Czar of Cakes challenge at Minnesota Monthly's annual food and wine show. Sweets Bakeshop: Pretty. Delicious.

For more information, please visit Sweets online, on Facebook, or call 612-208-0672.

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