



MEDIA RELEASE

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PHOENIX FATHER DUO WINS FOOD NETWORK'S CUPCAKE WARS

Urban Cookies/OllieCake Wins with Four Creations, Including a Tomato Soup & Grilled Cheese Cupcake

PHOENIX Ariz. (August 2, 2011) – Cupcake artists Brady Breese with the help of lead baker Salvador Garcia, from the local gourmet bakery Urban Cookies and OllieCake (www.urbancookies.com or www.olliecake.com), are the winners of last night's episode of 'Cupcake Wars' Season 3: Miss USA airing on the Food Network at 8:00 p.m.

The duo won with four bizarre but effective creations and self-taught baker Breese was stunned when respected international chef Florian Bellanger, in an un-characteristically gushing moment, told Breese that one of his creations should be called “the new All American Cupcake,” bringing Breese to near tears. “Going into this competition, we really felt like underdogs, particularly since in our bakery we use all-natural organic ingredients and aren't expert decorators.”

Breese and Salvador beat out the competition to win \$10,000. Along with the top cupcake display, the four winning creations celebrated the 60th anniversary of the Miss USA Pageant. The winning cupcakes were:

- Orange Olive Oil and Rosewater Cupcake: an orange olive oil cake brushed with a honey glaze and topped with a rosewater scented butter cream frosting and fresh rose petals.
- Peach-Berry Shortcake Cupcake: a peach corn cake topped with whipped cream, a berry compote and tarragon shortcake.
- Orange-Scented Chocolate Campfire Cupcake: an orange-scented chocolate cake housed in an orange half, and then topped with cream cheese frosting and dark chocolate chards.
- Tomato Soup and Grilled Cheese Cupcake: a tomato and thyme cake topped with a honey mascarpone frosting, parmesan crisps and roasted, sugared tomatoes.

On Cupcake Wars, America's best cupcake bakers face off each week in three elimination challenges until one decorator remains. Candace Nelson (owner of Sprinkles Cupcakes) and Florian

Bellanger (chef and co-owner of online macaroon company MadMac) and Justin Willman (witty correspondent on the Rachel Ray Show and ‘Justin Kredible’ one man comedian) serve as the program's permanent judges.

Auditioning with a clever dancing dad video and inspired by their sons, the father duo beat three other baking teams to win the show.

“When we first got the call from Cupcake Wars’ producers, the first thing they said was your cupcakes look amazing, but what’s with the name Urban Cookies name?” remarked Brady Breese. “Since we knew it was a cupcake and not a cookie competition, we dusted off our OllieCake brand name.”

OllieCake first launched in May of 2009 inspired by and named after Breese’s first son, Oliver.

A self-taught, homegrown culinary artist, Breese started out with a passion for cooking but was intimidated by baking. That’s until in 2004, when working as a life insurance agent, Breese entered an employee bake off competition and won with a decadent flourless chocolate torte; much to the dismay of his female counterparts who had held the first-place spot every year previous. And, so the baker was born and one year later so too was his bakeshop – a venture he launched with his wife Shaun, who handles marketing for the company.

Breese’s lead baker and co-winner Garcia spent nearly 20 years in the construction industry mostly as an ironworker in California. In 2008 he made a drastic career change; one that brought him to Arizona and combined his two best assets: his hard working mentality and his hard working hands. Earning his certificate of baking and patisserie at the Le Cordon Bleu Scottsdale Culinary Institute, he joined the Urban Cookies team as an intern and quickly became a culinary artist. He’s a dedicated family man and father to three boys Chaz, Jesse and Nicholas. He spends his extra time hanging out with his dog Grizzly Bear, watching football and baking of course.

About Urban Cookies and OllieCake

Founded in 2005, Urban Cookies is a family-owned and operated gourmet bakeshop specializing in made-from-scratch cookies and cupcakes created with local and organic ingredients. We take pride in our passion for baking, unwavering commitment to quality, old-fashioned values, and our strong belief in making a difference.

To get a behind the scenes look at how OllieCake came to be, and how the team auditioned and prepared for their Los Angeles debut visit:

<http://www.urbancookies.com/UCCupcakeWars.aspx>.

Follow Urban Cookies and OllieCake on Twitter at @urbancookies @olliecakephx and on Facebook.

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