



Press Release

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For Immediate Release: Insert

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The Smart Baker Line of Perfect Parchment and Cake Pop Stands Available at Jo-Ann Fabric and Craft Stores

Rockledge, Fla . . . In the coming weeks both professional and home baking enthusiasts will find The Smart Baker's line of Perfect Parchment and Cake Pop Stands available at select [Jo-Ann Fabric and Craft Stores](#)® nationwide, as well as at www.joann.com.

The Smart Baker line includes pre-cut parchment paper for cake pans and cookie sheets and adjustable and reusable cake pop displays.

“We are thrilled to have the opportunity to have a relationship with Jo-Ann Fabric and Craft Stores,” said Daniel Rensing, Owner of Smart Baker. “Our mission is to design, manufacture and bring to cooks and bakers products that save them time and frustration. This partnership enables us to do this quickly and on a broad scale.”

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Perfect Parchment is pre-cut to specific sizes, which eliminates the irritating and awkward rolls of parchment paper. Baker's can put away the scissors and line pans in no time. The Smart Baker's Perfect Parchment is the right fit every time. The unique shape that features lift tabs allow easy lifting of baked goods from the pan. Bakers will no longer need to worry about flipping the pan over and hoping the bottom was well greased.

The reusable Cake Pop Stand solves the problem of presentation for cake pops. Bakers can say goodbye to poking holes in foam or cardboard. Made from attractive white PVC, the Cake Pop Stand wipes clean easily, so it is re-usable for event after event and is a great addition to a collection of cake pop supplies. Its 3, 2 or 1 tier design allows bakers to display just a few or many beautiful cake pops.

For more information about The Smart Baker, visit thesmartbaker.com.

The Smart Baker

Since 2009, The Smart Baker has been providing bakers with unique and functional products. Along with the new Cupcake and Dessert Tower, the company offers a Cheat Sheet Apron with upside down measurement conversion, Cake Pop Stands, Perfect Pre-Cut Parchment Paper and other accessories for every baker. The company is headquartered in Rockledge, Fla.

Jo-Ann Stores, Inc.

Jo-Ann Fabric and Craft Stores, the nation's leading fabric and craft retailer with locations in 49 states, was founded in 1943 as a single retail store. Today, approximately 800 Jo-Ann stores across the country provide consumers all the fabrics, craft supplies and inspiration they need, conveniently under one roof. For additional information, visit Joann.com. To make creative connections, visit Joann.com/community.

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