



Press Release

The Smart Baker
5595 Schenck Ave
Suite 4
Rockledge, FL 32055
Telephone: 321-735-4978
Fax: 810-448-6435
<http://www.thesmartbaker.com>

For Immediate Release:

Contact:
Daniel Rensing
Owner
The Smart Baker
daniel@thesmartbaker.com
321-446-6435

The Smart Baker Introduces New Cupcake and Dessert Tower at the International Home + Housewares Show 2013

Rockledge, Fla. . . . The Smart Baker, who you may remember from ABC's Shark Tank, will introduce its new Cupcake and Dessert Tower at the International Home + Housewares Show 2013 being held at Chicago's McCormick Place March 2-5. The Smart Baker can be found in Booth #S-1387, which is located in the clean, contain + design pavilion in the South Building. The Smart Baker is a first-time exhibitor at the International Home + Housewares Show.

Ideal for every amateur or professional baker looking for an elegant and professional way to display baked items, this all-occasion, multi-purpose Cupcake Stand and Dessert Tower is reusable, adjustable in size and quality made. It features washable, durable PVC making it highly durable for reuse at many events.

Made with separate interlocking pieces and optional bases, the tower allows the baker to be creative and build the display at a variety of heights to achieve the most attractive display. When all layers are placed together, this Cupcake Tower has five tiers. The design promotes fast and easy to decorating for any event

Satisfaction is always guaranteed by The Smart Baker.

Currently, the Cupcake and Dessert Tower can be purchased through online sales, specialty retail stores and distributors.

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.

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