



## LAUNCHING TODAY, TAKE THE CAKE IS A NEW COMPANY THAT STORES WEDDING CAKE TOPS & SHIPS TO COUPLES ON THEIR FIRST ANNIVERSARY

*“Preserve Your Sweetest Wedding Memory”*

*For Immediate Release* – Launching today, **Take The Cake** is a wedding services company ([www.takethecake.wedding](http://www.takethecake.wedding)) specializing in the preservation and storage of wedding cake tops during a couple's first year of marriage. Many look forward to the festive and time-honored tradition of enjoying their wedding cake on their first anniversary, but with destination weddings, moves during the first year, and/or simple lack of freezer space, it can prove difficult. An easy add-on for wedding day planning, Take the Cake helps couples preserve this sweet, anniversary memory, hassle-free.

Before the wedding, Take the Cake sends shipping materials (including ice packs) and a pretty cake storage box to the couple's choice contact, which might be a wedding planner, catering company, parent, or maid-of-honor. Once shipped to Take the Cake's cold-storage headquarters, the cake top will be preserved at the ideal temperature for one year until the first anniversary, when it arrives—perfectly preserved and delicious—at the couple's location of choice: perhaps a new home, a new city, a weekend getaway to celebrate the first year of marriage.

Take The Cake is collaborating with bakeries, venues and wedding planners nationwide to make it easy and seamless for couples to keep this fun wedding tradition alive. It also makes for a unique and thoughtful wedding gift.

Pricing at \$149 includes:

- Delivery of cake top preservation supplies and packaging two weeks prior to wedding day, with detailed instructions (we store cupcakes, too!)
- Shipping to Take The Cake cold storage facility
- Cake preservation for up to one year
- Return shipment of cake at one-year anniversary to couple's preferred location (US only)

## **ABOUT TAKE THE CAKE**

Co-founders Kate and Dave Oliveira, wed in May 2014, were adamant that their wedding cake would be carrot, and a delicious one was baked by a family friend for their Big Day in South Carolina lowcountry. In keeping with tradition, and in hopes to enjoy a few more tasty slices, they wrapped up the top layer with the intention of re-living wedding memories on their first anniversary.

Between their immediate honeymoon departure, tiny freezer in their one-bedroom apartment and a move to a new city within the first year, properly storing this important memory was more difficult than expected. Hence, the idea for Take the Cake was born!

With entrepreneurial spirits paired with rich experience in corporate settings, Kate is a graduate of the University of Virginia, and Dave is a Clemson University graduate. The husband-and-wife team have led successful careers in the consulting and financial services industries for over five years before founding Take the Cake this summer.

Please send all inquiries to [PR@takethecake.wedding](mailto:PR@takethecake.wedding)

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