



## **Zest Bakery Announces Partnership with Anticupcake Company**

*Zest Bakery is partnering with local cheesecake business Anticupcake Company to provide gluten-free cheesecakes.*

**San Carlos, CA, July 5, 2010** – Anticupcake Company, a local cheesecake bakery based out of Menlo Park will produce gluten-free cheesecakes in Zest Bakery's gluten-free baking facility.

Anticupcake Company will use Zest Bakery's organic gluten-free graham crackers to make the crusts for their gluten-free cheesecakes. Zest Bakery's graham crackers are baked to order and are made out of a mix of organic flours such as tapioca and brown rice flour.

Zest Bakery will sell Anticupcake Company's personal-sized cheesecakes daily and will include three of the company's most popular flavors, house-made Dulce de Leche, margarita inspired Citrus Delight, and creamy Root Beer Float cheesecake. Large cheesecakes in these and other flavors are also available by special order.

Owner (and head baker) of Anticupcake Company, Cynthia Fleischer says, "We want everyone to be able to enjoy cheesecake, which is why we also created our gluten-free variety. We also understand the importance of baking in a gluten-free facility which is why we are partnering with Zest Bakery."

Zest Bakery will host its grand opening celebration on July 15<sup>th</sup>, 2010. Anticupcake Company will provide cheesecake samples while supplies last at Zest Bakery's grand opening during the hours of 4pm to 8pm.

### **About Anticupcake Company**

The Anticupcake Company concept, created in 2009 by owner Cynthia Fleischer, was a response to the cupcake fad that was sweeping the nation. Cynthia's mission was simple: create a delicious cupcake alternative that would delight the masses. Cynthia wanted to create a dessert that was small and easily portable like the cupcake, but was also delectable, smooth, creamy, and irresistible. Mating those qualities with unusual flavors and generous amounts of graham cracker crust, her mini cheesecakes were born.

Down with the cupcake! Up with the cheesecake!

### **About Zest Bakery**

Zest Bakery is a passionate (and zesty!) bakery that strives to provide delicious, gluten-free foods and desserts in the Bay Area. To ensure there are no gluten-containing products present in the bakery or on equipment, Zest Bakery built their facility from scratch. None of the bakery's products use any grains, such as spelt, that contain gluten.



Zest Bakery's goodies are baked fresh every day and without preservatives to bring you the freshest products possible.

Zest Bakery aims to provide healthier alternatives for those who are intolerant of gluten or just want to be more mindful of how their diet impacts their weight, health, and overall wellbeing. The bakery's goal is for even those without allergies to love their goodies! Simply said, Zest Bakery's products are great for Celiacs, but still good for everyone.

## Press Contacts

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