

# LAYER CAKE

*Get Back to Things Handmade*

FOR IMMEDIATE RELEASE

**CELEBRATED WINEMAKER JAYSON WOODBRIDGE AND RENOWNED FLORIDA BUSINESS WOMAN LORI KARMELE CREATE THE PERFECT PAIRING**

**We Take the Cake Bakery Creates Prize-Winning Chocolate Cake and Pairs it Perfectly with Layer Cake Wines; Consumers Can Taste at Participating Wine Shops**

**May 28, 2009 – Napa Valley, Calif.** The debate over whether red wine pairs well with chocolate will officially end during the month of June, 2009 as celebrated global winemaker Jayson Woodbridge and renowned local business woman Lori Karmel partner to create the perfect pairing for consumers featuring Layer Cake wines and the Prize-Winning Chocolate Cake from the nationally known We Take The Cake bakery. Florida resident Karmel, whose cake creations have appeared on the Oprah Winfrey Show, will be featured on the “Oprah Effect: The Million Dollar Touch”, a show airing tonight on CNBC. The show will feature small businesses that have experienced positive effects after being on Oprah.

With the airing of the CNBC show as a catalyst, Karmel and Woodbridge have partnered with several Crown Wine & Spirits retailers in Florida for the month of June including East Delray and North Miami locations on June 12, Pembroke Pines and Royal Palm Beach locations on June 13, Pompano Beach store on June 19, and Cordova Road and Stuart locations on June 20. Each Crown retailer will feature Lori’s delicious Prize-Winning Chocolate Cake paired with the Layer Cake wines on those dedicated dates from 7:00 pm to 9:00 pm allowing local customers a first hand taste. Further details for these tastings are available at [www.vintagepointcellars.com](http://www.vintagepointcellars.com).

In addition, participating national retailers of Layer Cake wines will feature a coupon ‘necklace’ placed on the Layer Cake wine bottles (no purchase necessary). Customers can order the Prize Winning Chocolate Cake online from the We Take The Cake bakery ([www.wetakethecake.com](http://www.wetakethecake.com)) and receive a 15 percent discount on their cake order throughout the month of June. Developed by Jayson and Lori, the promotion encourages the ultimate wine and chocolate pairing and is perfect for Father’s Day celebrations. The promotion will also be available at [www.vintagepointcellars.com](http://www.vintagepointcellars.com), sales and marketing company for Layer Cake.

“I discovered Jayson’s Layer Cake wines in a wine shop in South Florida and loved them instantly. I knew it would be the perfect pairing, as both of our products are hand-crafted, made with old-fashioned family values and using only the very best ingredients,” said Lori Karmel, owner of We Take the Cake. “Can food and wine pairing get any better than that?”

(more)

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“As my Grandfather used to say, ‘Never pass up a good layer cake,’” said Jayson Woodbridge, owner and winemaker of Layer Cake wines. “One taste of Lori’s delicious Prize-Winning Chocolate Cake and I was sold. It’s about being authentic, legitimate and real, and that’s what we have in common,” he continued.

Layer Cake wines are quickly building momentum across the country as wine lovers discover these rich, lush and complex expressions of unique varietals from places around the globe. Winemaker Jayson Woodbridge and his team focus on making wines from unique locations that have a sense of history and family, and the Layer Cake wines symbolize time, terroir and something that can only be hand made. As a result, every Layer Cake wine is a true and distinct reflection of the farmers, the land and Jayson Woodbridge’s own style of winemaking.

With the latest release of the Napa Valley Cabernet Sauvignon, along with the Primitivo, the Côte Du Rhône and the Argentine Malbec from Mendoza, Layer Cake continues to venture beyond Australia and the original Layer Cake Barossa Valley Shiraz. Jayson is now realizing his vision of Layer Cake wines representing countries, people and traditions of craftsmanship. Most of the Layer Cake wines are at a suggested retail price of \$15.99. The Napa Valley Cabernet Sauvignon will retail for \$30.00. All the Layer Cake wines are available in limited quantities, and distributed throughout the United States by Vintage Point.

Since 1997, We Take the Cake has been baking South Florida's favorite gourmet cakes. Owner Lori Karmel’s Key Lime bundt cake was chosen as one of Oprah’s Favorite Things, and the Prize-Winning Chocolate Cake was featured in InStyle Magazine and [www.glam.com](http://www.glam.com). Today their loyal customers extend across the nation. We Take the Cake crafts each cake by hand, using only the finest, all-natural ingredients. From custom creations to cupcakes, layer cakes, bundt cakes and more, We Take the Cake has become the source for the most sensational cake creations anywhere. For more information or to order your cake today, visit [www.wetakethecake.com](http://www.wetakethecake.com).

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