

## Arleen Scavone - BIO

Big business banker debuts as fierce competitor in the CUPCAKE WARS kitchen... and now national franchisor of the award winning Sweet Arleen's brand! Arleen is just getting started. Her creative vision for expanding her business through new and innovative franchise models will introduce her proven process to other like minded entrepreneurs across the country.

Arleen may be a banker by trade, but she is also a passionate, life-long baker at heart. Arleen started baking as a child, doling out treats to her family and living by her mother's belief in real butter! Though she declared home economics and foods as a college major, for practical reasons she earned a business degree. For three decades, she invested her energy into banking, helping entrepreneurs and start-ups get their businesses off the ground and marketed toward success.

While achieving her goals as a corporate businesswoman, Arleen never forgot her first love—baking. And, along with her proven business acumen, came the confidence that she could apply her skills to realize the entrepreneur's dream of doing what you love. After years of practice, research, testing and perfecting, Sweet Arleen's ensures that only the best ingredients and highest standards are baked into every batch to produce an amazing experience – taste the flavor not the sugar.

Now after a 3-Peat Food Network's Cupcake Wars Championship and numerous television, radio and print media appearances, Arleen is recognized as a brand that's gaining momentum in both culinary and celebrity circles. She's trusted as a go to advisor to many youth and professional groups speaking on what it takes to follow your passions, sharing "real" life changing personal experiences, making her dreams come true and of course, how we won Cupcake Wars, *again*. She has developed her signature brand by expecting and tolerating no less than perfect product, packaging and promotion in every customer experience – thru her maiden store in Westlake Village, Calif., national shipping menu, her Suite of Sweets – a decked out Mobile serving Southern California, and her newest venture – Sweet Arleen's Franchises, available beginning 2013. And as seen on Arleen's social media and web pages, Arleen's popularity has grown it's celebrity fan base, choosing Sweet Arleen's for their cake, cupcake and bread pudding fix – parties of one or more!

Sweet Arleen's  
[www.sweetarleens.com](http://www.sweetarleens.com)