

MEDIA CONTACT:

Brian Jaeger
No Limit Agency
312.526.3996
brian@nolimitagency.com



FOR IMMEDIATE RELEASE

The Beehive State Gets Sweeter: Sweet Arleen's Open for Business in Utah
Three-peat Winner of Cupcake Wars Establishes First Franchise Location in Draper, Utah



Sweet Arleen's Founder & CEO Arleen Scavone shares a laugh with Draper Sweet Arleen's GM Ashley Ratliff and Head Baker Megan Hall

WESTLAKE VILLAGE, Calif. — [Sweet Arleen's](#) has delighted customers since bursting onto the scene with their blend of sweet and savory, and now residents in the Beehive State will get the chance to taste what all the buzz is about. The brand has earned high praise from customers and critics alike, including winning Food Network's Cupcake Wars championship three years in a row, and the brand is proud to announce the opening of their first Utah location at 129 E. 13800 South Suite #A-7 in Draper. The first bakery in Utah is owned by a passionate group of local entrepreneurs Randy and Andrea Lang, Nick and Lindsay Dixon, and Matt Wolf who fell in love with the Sweet Arleen's product (especially the brand's Red Velvet Cupcakes) and recognized the investment opportunity to bring the rapidly growing brand to their community. The bakery will be run on a day-to-day basis by Ashley Ratliff. The location will open for business on September 10, 2014, and a grand opening celebration is set for October 25.

"We are incredibly excited to open our first bakery outside of California, and we look forward to making a positive impact on the Draper community," said the bakery's namesake, CEO and Founder Arleen Scavone. "Randy and Andrea are exactly the type of entrepreneurs that we hope to partner with as we continue our company's growth across the country. They have business minds and baker's hearts."

The Langs are no strangers to business ownership, and their entrepreneurial story has deep roots in Utah including ownership of two Paul Mitchell Schools, a beauty school designed to teach students the skills they need to pursue a career in the industry. Prior to joining Paul Mitchell, Randy owned a variety of successful businesses and was involved in several financial service companies. Randy is an entrepreneur who believes people should do what they love and follow their passions. He is also an author and his book "Believe It!" will be available in print by the end of 2014, offering aspiring

entrepreneurs and anyone else looking to better their life advice on how to make their goals and dreams reality.

“After I tried the product, and discovered that Sweet Arleen’s was going to franchise, I felt it was an obligation to bring it to Utah,” said Lang. “We’re proud to bring the delicious products and the tested business model of Sweet Arleen’s to our home state of Utah.”

Lang believes in high quality products and is excited to put a smile on the face of each person that comes through the doors of his Sweet Arleen’s. With this mission in mind, the Langs brought Ashley Ratliff on as the General Manager to help run the new bakery. Ashley grew up in St. George, where she worked at a local restaurant. She started as a hostess and moved her way up to management – operating both front and back of house. Following that, she landed a job at Paul Mitchell the School as Admissions Leader. Ashley will now be transferring her managerial and operational skills to Sweet Arleen’s.

“It is an honor to be a part of the very first Sweet Arleen’s bakery in the state of Utah,” said Ratliff. “I’m looking forward to working with the sweet aroma in the air and see the smiles on the faces of our Draper customers.”

In addition to launching their first franchise location in Utah with the Langs at the helm, the brand currently has another franchise unit scheduled to open before the close of 2014 in Texas, with an additional five units sold that will open in 2015, including their first store in the Las Vegas market. In celebration of the sweet success, Sweet Arleen’s is offering a \$10,000 rebate for all additional franchise unit sales through the end of 2014. The brand has a goal of selling an additional 100 units over the next three to five years.

Sweet Arleen’s is also looking forward to the store’s debut of a new, ultra-modern prototype. Guests can expect to be wowed by the clean, all-glass building with modern lighting and upscale finishes, like elegant chandeliers, a cupcake bar for eating while viewing episodes of Arleen’s consecutive wins on Food Network’s “Cupcake Wars”, and a private *Sweet Occasions* seating area for event consultation and tastings. The typical cost of build-out for this model ranges from \$250,000 to \$300,000.

Franchise opportunities are available throughout California, and across the U.S. Those interested in learning more about opening their own Sweet Arleen’s are invited to visit <http://franchising.sweetarleens.com/>.

ABOUT SWEET ARLEEN’S

Based in Westlake Village, Calif., Sweet Arleen’s bakes boutique-style cupcakes and both sweet and savory bread puddings that are perfect for any occasion. A three-peat winner of Food Network’s Cupcake Wars, the award-winning brand was founded by banker-turned-baker and entrepreneur Arleen Scavone in 2009. After launching franchising in May of 2013, Sweet Arleen’s has already sold eight units in eight months and is prepared to continue its expansion nationwide. For more information, please visit <http://franchising.sweetarleens.com/>.

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