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FOR IMMEDIATE RELEASE

Sweet Arleen's Celebrates First Franchise Location with Ribbon Cutting and Grand Opening
Three-peat Winner of 'Cupcake Wars' Celebrates Launch of Franchising Nationwide in Yorba Linda, Calif.



WESTLAKE VILLAGE, Calif. — Just four years after opening its bakery doors, [Sweet Arleen's](#) is celebrating the opening of its first franchise location with a ribbon cutting and grand opening celebration at 18503 Yorba Linda Boulevard in Yorba Linda, Calif. The ribbon cutting with the Yorba Linda Chamber of Commerce will take place at 5:30 p.m. on Friday, Aug. 21, and the grand opening will take place on Saturday, Aug. 22, from 3 p.m. to 5 p.m. This location marks the bakery's entry into the franchise marketplace, spearheaded by the brand's first franchisee, Toren Halseth.

"Based on the incredible success we've seen since our bakery launch, we felt that franchising the concept would be the best avenue for growth on a national scale," said the bakery's namesake, CEO and Founder Arleen Scavone. "Opening our first franchise location is an amazing milestone for us, and we look forward to celebrating with the Yorba Linda community and, in the future, welcoming more and more entrepreneurs like Toren as they take the leap into business ownership by joining the Sweet Arleen's team."

The grand opening celebration is open to the public and will feature cake decorating parties for kids, free sample cupcakes and bread puddings, giveaways, and more. Scavone will be on hand to take pictures, sign autographs, and chat with members of the community. Those in attendance will get the opportunity to tour the bakery and see where all the delicious items are made. Anyone who attends will be able to decorate their very own cupcake to take home with them.

Since the location opened in early August, it has enjoyed incredible success. The Yorba Linda location sold more than 2,000 cupcakes in the first week, as well as hundreds of bread puddings, cakes and beverages. The eatery also booked several weddings, including one for more than 200 guests this October. Before the end of August, the team expects to churn out another 5,000 cupcakes.

In 2009, 22-year-old Halseth first discovered Sweet Arleen's through a Craigslist ad. The ad led to Halseth's first role in the company as a part-time baker in the cupcake and bread pudding boutique. Five

years later, after Sweet Arleen's made multiple national television appearances and began to expand on a national scale, the 27-year-old Halseth signed as the Westlake Village, Calif.-based bakery's first franchisee.

"I decided to pursue franchising because I really wanted to stay with the company, but I also wanted to be my own boss," said Halseth. "Since it was a brand I loved, with people I loved working with in operations, I found it incredibly easy to make the decision that I wanted to be an entrepreneur in the restaurant world."

In addition to launching its first franchise location in Yorba Linda with Halseth at the helm, Sweet Arleen's has two more franchise units scheduled to open in 2014, 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.

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 United States. 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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