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FOR IMMEDIATE RELEASE

Texas Gets Tastier: Sweet Arleen's Open for Business in the Lone Star State
Three-peat Winner of Cupcake Wars Establishes First Franchise Location in Plano, Texas



Sweet Arleen's Founder & CEO Arleen Scavone prepare cupcakes for an event with the Plano Sweet Arleen's Owner Tiffany Jordan and Head Baker Tierney Tanner

WESTLAKE VILLAGE, Calif. — They say everything is bigger in Texas and that's certainly true when it comes to the big taste in each bite at [Sweet Arleen's](#). The rapidly growing brand has delighted customers since bursting onto the scene with their blend of sweet and savory, and now residents in the Lone Star State will get to find out what makes the brand shine so bright. Sweet Arleen's 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 Texas location at 1921 Preston Road, Ste. 2004, Plano, TX 75093. The first bakery in Texas is owned by local entrepreneur and baking enthusiast Tiffany Jordan, who decided to make her passion for baking her profession with her investment in the Sweet Arleen's brand. The location will open for business on Friday, October 31st and a grand opening celebration is set for Saturday, November 15th.

"We are incredibly excited to open our first bakery in Texas, and we look forward to making a positive impact on the Plano community," said the bakery's namesake, CEO and Founder Arleen Scavone. "Tiffany is the perfect franchise owner, combining business savvy with a true love of all things delicious. She's the type of franchise owner we're hoping to continue growing our presence with across Texas and the rest of the country."

A Texas native, Tiffany Jordan has had a passion for baking her entire life. After working in human resources for two high-tech companies for nearly 15 years, then establishing an internet marketing business, Jordan began researching options in the franchise industry that combined her business expertise with her love of baking and that's when she first learned of Sweet Arleen's.

"In the beginning, as I looked through the many franchise choices, I kept thinking that I knew I wanted to do something bakery-related," said Jordan. "At the time that I was looking for my next business opportunity, I happened to catch a program on TV that featured a small bakery's bread puddings — Sweet Arleen's — and I decided to give them a call."

Soon afterward, Jordan signed to bring the booming bakery concept to her home state and the area she's lived for the last decade and a half.

"The first thing that really struck me was their bread puddings, but I liked the entire spread of products from the very beginning," she said. "I absolutely love cooking, and especially baking. It's something I really enjoy doing and live for during the holidays. Since it's a big piece of who I am and how I like to spend my time, I was inspired to make it my business and my career."

In addition to launching their first franchise location in Texas with Jordan at the helm, the brand currently has 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 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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