



# Candy Cakes

## Press Pack

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# Candy Cakes

## colourful past

Established in 2006, Candy Cakes was created based on a dream to bring something special and innovative to the café and cake world. Spotting a gap in the market, Candy Cakes has successfully merged the concept of a cake shop with the look of a sweet-shop. By cleverly throwing in some irresistible coffee for good measure, Candy Cakes established its storybook café retreat. Now less than 2 years later, its tell-tale signature range of colourful, sweet-topped cakes is now in high demand. After its whirlwind beginning, Candy Cakes now has its roots firmly in place and has strong visions for the future including wide expansion with its latest café opening in the sought-after Covent Garden Piazza location.

The Candy Cakes concept is simple: fun, playful, bright products within cafés which reflect its popart style and sweet-shop vision. The already iconic brand sells fresh coffee, delicious cakes and cool shakes both in their boutique-retro cafés and on-line store. The eye-catching cakes and fresh coffee offer an affordable indulgence that appeals to everyone. Whether customers want to escape the hustle and bustle of the busy London streets, or grab a cake and go, Candy Cakes invites them into their kaleidoscopic world.

Three stores and a growing fan base later, Candy Cakes has carved a unique place for itself in a highly competitive market.



# Candy Cakes

## Candy Cakes key messages

- 🧁 ICONIC BRAND
- 🧁 AFFORDABLE INDULGENCE
- 🧁 COFFEE, CAKES AND SHAKES
- 🧁 COLOURFUL CAFÉ CULTURE
- 🧁 BOUTIQUE RETREAT



# Candy Cakes

## The Man behind the vision

At the helm of Candy Cakes is the experienced and dynamic entrepreneur Michael Thomaides. Originating from an established business family, from an adolescent, Michael was able to get hands-on experience in manufacturing and business. Michael moved to London and acquired C'est ici in Barons Court a small French bakery cafe which was his stepping stone in the UK. He then went on to open his first bakery in Covent Garden in Central London in 2002 - he employed excellent pastry chefs and processed a full range of traditional pastry products. The Candy Cakes idea was born in 2006 when a customer ordered a range of customised wedding cakes and Michael saw the appeal of a simple but flamboyant product produced on a 'ready to go' basis, this was an instant hit with customers and led to the birth of the Candy Cakes concept.

From 2004 Michael invested heavily in Candy Cakes - which financed the design, processing and logistics to prepare stable products and a colourful Cafe interior design. He went on to open a second store in Goodge Street in 2008 with preparation areas and shortly after another store was opened in the internationally renowned tourist area of the Covent Garden Piazza. The Piazza Café streamlines operations by selling only coffee cakes and candy shakes, this is the concept that Candy Cakes wishes to push forward.

### The Future of the Vision

Candy Cakes has many exciting plans ahead and are constantly working on new products and ideas. They understand the power of the worldwide web and wish to push their website as an online store with its own identity, thus gaining a wider UK delivery base. Online social networking is also a priority for Candy Cakes, as this puts them in direct contact with their fans on a day to day basis as well as establishing their internet presence. The expansion of stores in London and throughout the UK is what Candy Cakes is thriving for, with wheels set in motion for new openings and talks of franchising the brand. Michael Thomaides MD of Candy Cakes says, 'We are happy to give the Candy Cakes model to those with a passion for what we have created and hope to see the brand spread from London to Europe and who knows - the world!'



# Candy Cakes

## Candy Cakes Cafes

Candy Cakes has three cafés in the heart of London, their individual interior and inviting atmosphere makes them a great setting for customers to relax with their treats. All three Candy Cakes Cafes are opened from:

Mon-Fri 8am - 8pm, Sat - 9am - 8pm, Sun - 9.30am - 6pm

Candy Cakes are also available at their online store.

**Please visit [www.candycakes.eu](http://www.candycakes.eu)**



### Covent Garden Piazza

The biggest and newest of the Candy Cakes stations sees this café as more retro than its' older sisters with cutesy pink cube seats and neon lights. Its world-famous location has made this venue the destination to escape the hustle and bustle of the busy surrounding area. Specialises in coffee, cakes and shakes to go. Candy Cakes Piazza, Unit 30, Covent Garden Piazza, London, WC2E 8RA. T. 0207 631 5041



### Monmouth Street

This adorable boutique café was the first of the Candy Cake trio. It is homely yet sophisticated, a quaint little gem in the heart of the city for all to enjoy. Coffee, cakes, shakes and hot food available. Candy Cakes, 36 Monmouth Street, London, WC2H 9HB. T. 0207 497 8979



### Goodge Street

Candy Cakes buzzing Goodge Street location sees it is just as popular as its Covent Garden sisters. With head office upstairs and online orders to prepare this is the heart of the operation. Fresh Coffee, Delicious cakes, cool shakes and hot food available. Candy Cakes Goodge Street, 26 Goodge Street, Fitzrovia, London, W1T 2QG. T. 0207 631 5041



# Candy Cakes

## The Cakes

Candy Cakes combines a soft, moist sponge with thick vibrantly-coloured icing and dramatic sweet-topping which makes them stand-out in a quirky way. Candy Cakes design is unlike anything else you would have seen and they work hard to constantly change products to coincide with national celebrations, seasons and topical issues. Candy Cakes aim to delight your eyes before tantalizing your tastebuds!

Here are some of their favourites:

### 1. All Sorts

Tangy liquorice meets double chocolate, perfect for festivities of all kinds. It comes with a double chocolate base, chocolate chips, chocolate icing and is topped with those helter-skelter liquorice allsorts. One for the chocoholics!

### 2. Little Bow Peep

A Candy Cake with a raspberry and apple sponge base, topped with strawberry flavoured icing and fizzy sugar strips to make your tongue say WOW!

### 3. Lemon Poppy Seed

Lemon and poppy seed may sound like a strange combo, but this British classic decorated with sugared lemon slices gives such an exciting burst of flavours to the palate, that Candy Cakes can barely keep them on the shelves. Scrummy!

### 4. Jelly Berry Burst

This flamboyant and firm favourite comes on a base of Blueberry sponge. It is then topped with a secret recipe - berry flavoured icing, decorated with jumping jelly beans. Delicious!

\*Cake prices start from £2.60



# Candy Cakes



## Bespoke Service

Candy Cakes are happy to create a bespoke range of cakes to suit many different needs, whether you would like a batch for a corporate leaving do or a wacky children's party, they can make up and decorate their cakes to cater exclusively for you. Candy cakes are also happy to make larger cakes and need 24 Hours notice prior to event.

## Coffees, Shakes and Snacks

Cakes are not only why the customers keep coming back, as Candy Cakes offers their own blend of freshly ground premium Brazilian coffee made with 100% Arabica beans. Candy Cakes also has an impressive milkshake and smoothie list, which are now firm favourites with their regular customers. Candy Cakes can tailor-make your shake or smoothie whether customers want chocolate bars, fruit, cookies or icecream included – The list is endless! As for food their yummy offerings cater for all breakfast, lunch and snack needs with filled croissants, baguettes, ciabattas, soups, salads, quiches and lasagne.



# Candy Cakes

## Our Fans

### celebrity endorsement



Candy Cakes are pleased to have some celebrity fans and have catered for stars from A-lister Madonna's 50th party to respected politician Nelson Mandela's 90th; quirky actress Helen Bonham- Carter and supermodel Kate Moss have also been spotted instore.



### Facebook Friends

Candy Cakes has such a special place in their regular customers hearts that they have become the subject of quite a facebook following. Candy Cakes encourages this modern medium of communication with their loyal fans and has set up an official facebook group which gives members regular communication with the team.

### Contact Candy Cakes

For all press enquiries including samples and images please call:  
Clementine Communications on 0870 732 3015  
and ask for Clemence de Crecy or Kimberley Brown or  
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