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FOR FURTHER INFORMATION CONTACT:

Claudine Jordan
The ComfortCake Company
312/922-7403
cjordan@comfortcake.com
www.comfortcake.com

The ComfortCake® Company Appearing on Food Network's Recipe for Success "That Takes the Cake"

CHICAGO -- The ComfortCake® Company announces their appearance on "Recipe for Success" on the Food Network. Air times are October 12th, 8:30 CST, October 13th, 12:30 a.m. CST and October 26th, 11:30 p.m. CST. Amy Hilliard, president & CEO, traces her love of cooking back to her grandfather who was an executive chef and will recount how her family's passion for good food motivated her to launch Comfort Cake.

During the 1920's, Grandfather Hilliard traveled by train throughout the South teaching newly minted chefs in kitchens of the great hotels how to cook excellent, premium quality food consistently. He fed a family of twelve children as an executive chef, and his granddaughter (Amy) is the proud owner of two of his prized carbon steel carving knives.

Hilliard's son, Nicholas is her chief taste tester, and her daughter, Angelica, at the age of 14, came up with the company's tagline: "*Pound Cake So Good, It Feels Like A Hug*". United States Senatorial candidate, Barack Obama says "This is fantastic! I love ComfortCake®!"

Hilliard has previously appeared on Home Shopping Network and her delicious cake is also available at www.amazon.com and on the company website, www.comfortcake.com. In July 2004, Hilliard was elected to the Board of Directors for the National Association for the Specialty Food Trade (NASFT – Fancy Food Shows).

Established in January 2001, The ComfortCake® Company is a developer and producer of high quality, Southern-style, made from scratch pound cakes in eight flavors including Sugarless Sweetness™ for mass distribution. In three short years, ComfortCake® has gained distribution locally and nationally. The company had a quick start right out the blocks with their first customer, United Airlines, ordering 550,000 slices. Comfort Cake's current clients include the Chicago Public Schools, Jewel, Albertson's, Kroger's, Giant Foods, Walgreen's, and 7-Eleven. Comfort Cake is headquartered in Chicago.

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