


Blacks Must Control Their Own Community



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To The Unconquerable Host of Africans Who Are Laying Their Sacrifices Upon The Editorial Altar For Their Race

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25 Cents and worth more

The ComfortCake® Co. launches on Home Shopping Network with flavorful, Southern-style gourmet pound cakes.

Young company keeps moving forward by securing spot on premier TV shopping show.

Eleanor Roosevelt once said, "The future belongs to those who believe in the beauty of their dreams." That truly is the case for Amy Hilliard, the Chicago-based founder and CEO of The ComfortCake® Company, LLC. In just under two years, she and her team have turned the dream of sharing her beloved pound cake recipe with the world into reality. The company had a quick start right out of the blocks with United Airlines as their first customer, and now over 70 million Home Shopping Network viewers nationwide were able to see a variety of the yummy cakes and had the opportunity to purchase them on November 14. In addition, ComfortCake® will also be in all 28 Chicagoland Cub Food Stores in time for Thanksgiving, and has been in the Chicago Public Schools since March of last year. The way things for this female and minority-owned company are progressing thus far, their slogan, "Pound cake so good, it feels like a hug" might soon be a familiar phrase and one being passed down from this generation to the next.

Hilliard is a Harvard MBA

and the respected marketing and new products expert who has provided innovative thinking to such prestigious concerns as The Gillette Company, L'Oreal U.S.A., Pillsbury and Burrell Communications Group, Inc. In January 2001, she gave up a six-figure post as SVP of Marketing for L'Oreal division and subsequently sold her home to establish the company with the simple mission to deliver the most flavorful, highest-quality pound cakes to consumers worldwide. Given the obvious vote of confidence from customers like United, HSN, Cub and the Chicago Public Schools, the ComfortCake® team is well on their way toward accomplishing it.

Of course, Hilliard, a Detroit native, has no illusions about how important these pieces of business are to ComfortCake®.

The significance of Home Shopping Network in particular is huge; it provides us with a quantum leap forward in awareness of our brand. Cub Stores is a major step into the retail arena, and giving our school children a good quality dessert is very important. Our team is working hard to be ready to serve every new customer! The ComfortCake® Crew is great! Not only have customers enjoyed

ComfortCake® on United Airlines, but they are also available at the University of Chicago, White Hen Pantry, and via the Internet at www.comfortcake.com. The company is an approved vendor with Sodexo and Sysco food service distributors, and is negotiating to go into other key retail chains in the future, as well as other major food service distributors. Other Southern-style desserts are also under development. The bottom line to ComfortCake®, however, is its impeccable taste. ComfortCake® is the only made from scratch, gourmet, Southern-style pound cake available in mass distribution. The sweet, delectable pound cake recipe is a carefully guarded family secret one that Hilliard is certain will position the fast-growing company as a major player in the marketplace. While the recipe is my own, it's been perfected and tweaked for 20 years, she notes, adding some of the secrets of my grandmothers in the process. They said, "Baby, if you want it moist, you've got to add some of this and some of that." Those blessings from them were added to make the cake even better!

Clearly, while the products' good taste is critical, part of the ComfortCake® mission is



also to just make people feel good, too. We think it's a really timely thing to have a product out there now that is a comfort food, she states.

People universally love pound cake, and given these times, everybody can use a little hug these days just like our slogan says.

Established in January 2001, The ComfortCake® Co., LLC, is a developer and producer of high quality, Southern-style baked goods. The company is Ms. Hilliard's second, the first being The Hilliard Group [THG], a six-year-old strategic marketing, consulting and professional speaking firm headquartered in Chicago with a Fortune 500 client base. Ms. Hilliard is currently writing her first book, *Bottom Line Faith: Finding the Spirit to Succeed in Business* from her daily journal writings about how ComfortCake® came to be.