



## Michaels to Launch the Duff Goldman Collection™ *The Charm City Cakes founder's innovative baking product line in stores now*

(IRVING, Texas)— Michaels, North America's largest arts and crafts specialty retailer, introduces Chef Duff's new line of cake baking and decorating accessories to its extensive baking section in all 1000+ stores. ***Michaels is the first retailer to have the new product line on store shelves.***

***The Duff Goldman Collection by Gartner Studios*** features more than 70 products, including fun decorating supplies like premium flavored fondant in nine colors, sprinkles sets in four color palettes, "Cake Graffiti" color spray, cake tattoos and color paste. The line also features unique non-stick baking pans, quality cake mix, and cake decorating tools such as spatulas, fondant cutters, texture tiles and decorating kits.

"Michaels has always been a top destination for cake decorating supplies, and popular shows like *Ace of Cakes* have inspired a whole new generation of bakers," said Michaels Executive Vice President of Merchandising Philo Pappas. "Chef Duff's innovative products will expand our customers' creativity in the kitchen and help them make beautiful cakes at a fraction of the cost of going to a bakery."

Chef Duff Goldman, owner of Charm City Cakes bakery in Baltimore and star of the Food Network hit *Ace of Cakes*, is known for creating elaborate and out-of-the-ordinary cakes designed to delight and surprise with groundbreaking techniques, products and flavors.

The Duff Goldman Collection joins Michaels' vast selection of bakeware that includes specialty baking pans and tools, baking cups, icing, fondant, fondant rollers, cake stands, cupcake stands and a full line of decorations. Michaels also hosts Wilton® cake decorating classes each month for beginners to experts. For more information, go to [www.michaels.com/bakeware](http://www.michaels.com/bakeware).

### **About Michaels**

Irving, Texas-based Michaels Stores, Inc. is North America's largest specialty retailer of arts, crafts, framing, floral, wall décor, and seasonal merchandise for the hobbyist and do-it-yourself home decorator. The company currently owns and operates more than 1,020 Michaels stores in 49 states and Canada and over 140 Aaron Brothers stores. For more information, visit [www.Michaels.com](http://www.Michaels.com).

### **About Gartner Studios, Inc.**

Gartner Studios, Inc., headquartered in Stillwater, Minn, is a leader in the stationery, party goods, and greeting card industry, offering more than 7,000 thousand products through major retailers and specialty stores in North America. Best known for its expansive line of imprintable and customizable stationery products, the company designs, manufactures and

distributes stationery and celebration assortments that inspire consumers to celebrate and connect with loved ones - from wedding invitations to party favors to cake decorating supplies for every occasion. Gartner Studios, Inc. divisions include Gartner Greetings, Mara-Mi, and Russell+Hazel. Premiere brand licenses include BRIDES and the new Duff Goldman by Gartner Studios. For more information about the company and its products visit [www.gartnerstudios.com](http://www.gartnerstudios.com).

### **About Duff Goldman and Charm City Cakes**

Duff Goldman founded Charm City Cakes in March of 2000. The bakery is headquartered in a 6,000 square foot cake compound in the Remington neighborhood of Baltimore, Md. Charm City Cakes has grown to a staff of eleven friends who make cakes, listen to music, and eat a lot of sushi. For more information, visit [www.charmcitycakes.com](http://www.charmcitycakes.com).

**Media Contact:** Kristen Kauffman or Alexandra Elliott  
(817) 329-3257  
[kristen@spmcommunications.com](mailto:kristen@spmcommunications.com)  
[alexandra@spmcommunications.com](mailto:alexandra@spmcommunications.com)