

PRESS RELEASE

FOR IMMEDIATE RELEASE - JUNE 2016

Let Them Eat Cake, Ltd. - New York City Bakery started BEFORE TECH in 1979 Finds New Success ONLINE 37 years later!

New York City - Helping to announce the launch of the new section in New York Magazine devoted to TECH - select/all with Branded Cup Cakes, did not happen like it normally would in a bakery. Years ago we began in a typical brick and mortar bakery in the middle of what is now Hudson Square in New York City - close to the Soho, Tribeca and Greenwich Village neighborhoods. In those days Soho was just beginning to emerge 2 short blocks away. Artists were moving in and the industrial machine shops and factories were moving out. Orders and inquiries were taken over the phone only. No fax, no cell phones or internet! Our clients were restaurants, hotels, corporate dining rooms, department stores and gourmet food shops. Bloomingdales, Balducci's, Zabar's, Chase Bank, Lehman Brothers and the Statue of Liberty were among our clients.

After high retail rents forced us out of our beloved neighborhood we had to find another way to survive! The Internet was the answer!

Today, 37 years later we are still in business ONLINE far away from our roots in Soho. We have a commercial bakery in Long Island City, Queens and do all of our business by email, text and the occasional phone call. Through the use of SEO and our website, we attract the same high end corporations we did years ago and supply them with the most beautiful and delicious Branded Baked Goods for their events and promotions.

Changing with the times we have learned to adapt. Most of our clients now find us on our social media feeds and contact us through our website. A major portion of our orders are taken, paid for and delivered without even ever seeing or speaking to the client. We have gone from "person to person" to "email to email!" and it WORKS!

Technology has allowed this to happen. We know that online sales is the way of the future and we love being a bakery that has been able to successfully change with the times.



ESTABLISHED IN SOHO 1979

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[letthemeatcakenyc](https://www.instagram.com/letthemeatcakenyc)



1979

NEW YORK

ONE DOLLAR OCTOBER 22, 1979

BEST BETS
Recommendations of events, places, and phenomena of particular interest this week
By Nancy McKeon

Cake Superior

A mad sorcerer from a bakery called Let Them Eat Cake, Ltd., teeters on the brink of overkill with this one—a delicious, moist swamp of chocolate, perfumed with coffee, dewy from sour cream. Purists may frown on the excess, but middlebrow fudgeaholics, and those who believe that too much of a good thing is never enough, will approve. —Gael Greene

CHOCOLATE CHOCOLATE-CHIP FUDGE CAKE/Bloomingdale's bakeshop/\$6.75 for a seven-inch cake



1995

NEW YORK

\$2.95 • NOVEMBER 20, 1995

SALES & BARGAINS

BY LEONORE FLEISCHER

Cake Walk

THROUGH THE END OF THE YEAR, THIS baker's fresh-baked, never-frozen holiday desserts are priced close to wholesale. Pies (10-in.; serve eight to ten): pumpkin custard with heavy cream and spices, here \$14; apple crumb, here \$12.75; cranberry-apple crumb, here \$13.25; blueberry-peach cobbler, here \$15.75. Cakes are available in large (10-in.; serves twelve to sixteen, priced below wholesale) and small (8-in.; serves six; \$16): large black-velvet chocolate-chip-fudge cake, here \$32; raspberry-nut torte, Broadway cheese-cake, or Chelsea carrot cake, \$28 each for large. Delivery available (\$10) in Manhattan on orders of \$50 and over; phone your delivery order in no later than Tues., 11/21, for Thanksgiving. Let Them Eat Cake, 287 Hudson St., near Spring St. (989-4970); D.C., M.C., V. accepted; Mon.-Fri. 8 a.m.-5 p.m. (Wed., 11/22, till 6 p.m.; Fri., 12/22 and 12/29, till 2 p.m.); through 12/31.



2016



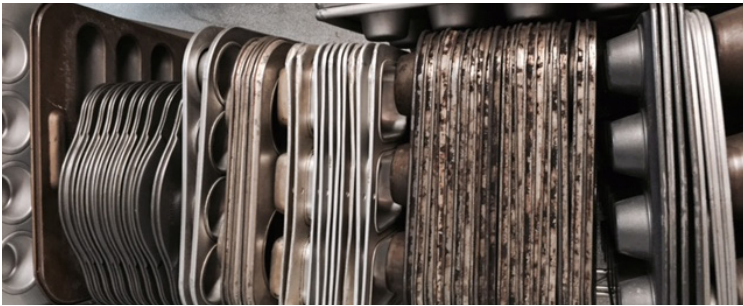
THE NIBBLE™

Great Food Finds™

We always celebrate National Cupcake Day, December 15, with several boxes of these most-definitely-celebratory cupcakes from Let Them Eat Cake in New York City.

Check Our Website and Social Medias for Sales and Promotions!

OUR BAKERY



Located in Long Island City - we are fully licensed and insured. With the highest rated cleanliness, and staffed with the utmost professional bakers and decorators. We are able to complete anything you need, in a timely, clean manner, with the highest quality ingredients.

LET
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CAKE



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