



Cravin' for Cookies & Cream Layered Cake Voted #1 Dessert Product of the Year USA
Gluten-Free Cake from Inspired by Happiness Sets New Standard for Desserts

February 10, 2017 (Delta, BC) – Inspired by Happiness, launched by The Original Cakerie, today announced that its latest product, *Cravin' for Cookies & Cream Layered Cake*, has been recognized as the #1 Product of the Year in the Dessert category in a TNS Consumer Survey of Product Innovation by over 40,000 consumers.

Reminiscent of an old-time favorite, *Cravin' for Cookies & Cream Layered Cake* features layers of melt-in-your-mouth cake; cubes of cookies; and silky vanilla cream mousse made with real cream cheese, smothered with dark chocolate ganache and a white chocolate drizzle. *Cravin' for Cookies & Cream* sets a new standard for gluten-free, giving dessert the decadence it deserves with a homemade taste and amazing, moist textures.

“Creating great-tasting products that consumers love is *the* driving force for our team at The Original Cakerie,” says Doris Bitz, President at The Original Cakerie. “Winning this prestigious award is very exciting, and we are even more thrilled by the fact that 40,000 average consumers voted for a gluten-free cake as the winner of the Dessert category. This really goes to show that *Cravin' for Cookies & Cream* tastes ‘just like cakes should taste’ for both our celiac and non-celiac friends alike.”

Like all Inspired by Happiness products, *Cravin' for Cookies & Cream* is made with only premium, high-quality ingredients as well as natural flavors; has no artificial colors or trans fat; and is certified gluten-free by the National Foundation for Celiac Awareness. Food safety is of critical importance to The Original Cakerie and its customers, and facilities are Kosher and BRC-certified (AA-rated).

In 2016, Inspired by Happiness won the National Parenting Product Awards for its line of gluten-free cakes. The company also won a FBI award in 2015 from the National Restaurant Association, recognized for its achievement and innovation in taste.

Operating in 38 countries, Product of the Year is the world’s largest consumer-voted award for product innovation in consumer-packaged goods. 2017 marks the ninth year that Product of the Year was conducted in the United States and the 30th year globally, with more than 40,000 American shoppers voting on products in a survey conducted by Kantar TNS, the world’s largest custom research agency.

For more information about Inspired by Happiness, visit www.inspired-by-happiness.com.

ABOUT INSPIRED BY HAPPINESS

Launched by The Original Cakerie in Fall 2014, Inspired by Happiness brings decadent, better-for-you dessert options and exceptional eating experiences to consumers across North America. Desserts are made using only the highest-quality ingredients, and Inspired by Happiness is committed to ensuring that these ingredients include natural flavors, no artificial colors and trans fat, and that all facilities are Kosher and BRC-certified. Inspired by Happiness is also certified gluten-free by the Gluten-Free Certification Program (The National Foundation for Celiac Awareness). For more information, visit www.inspired-by-happiness.com.

ABOUT THE ORIGINAL CAKERIE

The Original Cakerie is a leading manufacturer of high-quality desserts based in Delta, British Columbia. Established in 1979 as a small industrial bakery producing desserts for local restaurants in Victoria, B.C., Canada, today, The Original Cakerie creates deliciously irresistible desserts with a homemade taste for Retail and Foodservice customers across North America. For more information, visit www.cakerie.com.