



JUST IN TIME FOR HALLOWEEN, INSPIRED BY HAPPINESS ROLLS OUT CRAVIN' FOR COOKIES & CREAM, THE LATEST IN A LINE OF DECADENT, GLUTEN-FREE DESSERTS.

Cravin' for Cookies & Cream is a
Spooktacular Treat

Everyone Can Enjoy, Regardless of Dietary Restrictions

October 19, 2015 - Cravings for cookies and cream, oh my! It's no trick – just in time for Halloween, Inspired by Happiness is rolling out a treat everyone can enjoy, regardless of dietary restrictions. Reminiscent of an old-time favorite, Cravin' for Cookies & Cream Layered Cake features layers of melt-in-your-mouth cake with 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 is the perfect complement for any Halloween party, ensuring that all guests have a treat they can enjoy together. This cake is so delicious, you won't believe that it's gluten-free.

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. All Inspired by Happiness products are made in the facility approved to produce certified gluten-free products. Inspired by Happiness was created by The Original Cakerie to give dessert back to people suffering from Celiac disease, gluten sensitivity, and to those who just love cake.

"Dessert is that special time after a meal that brings people together, and our mission is to create decadent, gluten-free cakes that everyone can enjoy," said Doris Bitz, VP Retail Sales & Marketing, The Original Cakerie. *"We made an old time-favorite, Cravin' for Cookies & Cream, because at Inspired by Happiness, we believe everyone should have delicious cakes that taste homemade and meet their dietary needs. We are redefining the expectations for how great gluten-free can taste, and our cakes are something everyone can enjoy together – because that's what dessert is about. Being together."*



Cravin' for Cookies & Cream Layered Cake, along with its counterparts, Dreamin' of Strawberries White Chocolate Shortcake and Dreamin' of Chocolate Dark and White Chocolate Layer Cake, sets a new standard for gluten-free, giving dessert the decadence it deserves with irresistible flavors, a homemade taste and amazing, moist textures.

Cravin' for Cookies & Cream is now available in the in-store bakery section of select retail grocery chains and supermarkets, including Target, Kroger, Hannaford, Price Chopper and many more, and will be available nationwide over the next several weeks.

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.