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Crafting the Perfect Cupcake

New creative cupcake products from the cupcake pros!

Woodridge, Ill. – (January 2008) – The cupcake craze continues to grow. And why not? It's the perfectly sized treat for kids big and small, it can be elegant or casual, fitting any party or event – the possibilities are endless!

Wilton Enterprises, the leader in cake decorating and innovators in products that make it fun and easy to make cupcakes at home, is adding even more products to individualize and create cupcakes and mini cakes.

With its perfect portions and wide range of flavors, there is a cupcake for everyone. Looking for something different? Bake your cupcakes in Silly Critters™, four-footed silicone cups, then decorate to make your favorite four-legged friends. Shaped silicone baking cups in hearts, diamonds, and triangles let you bake outside the box, breaking the tradition of a round cupcake. Or, bake in new Fun Cups™, with details on the silicone cup that turn an ordinary cupcake into a teddy bear, flower or other seasonal treats.

If you still want the look of a big cake, but like the convenience of individual cupcake servings, the Puzzle Cake™ silicone baking cup set is for you. The set includes triangle, diamond, half round and round silicone cups. Bake individual cupcakes in the cups, then arrange following the easy instructions to make your favorite shape. When cooled, ice and decorate the

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Crafting the Perfect Cupcake – add one

entire top surface, again following easy step-by-step instructions, to make a fun shape. Since it's individually baked cups, there's no cutting of a cake, no forks and everyone gets a perfect piece.

For cupcake inspiration check out the large collection of innovative decorating ideas at www.cupcakefun.com. Wilton cupcake products are available at party and craft stores, as well as www.wilton.com.

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Wilton Enterprises, headquartered in Woodridge, Ill., has been a leader in cake decorating since 1929. Today, the company is also the market leader in cake, candy, cookie, wedding, bakeware, and home celebration products. From the hottest licensed characters to specially shaped holiday products, Wilton offers cake pans, cookie cutters, baking cups and traditional pastry decorating tools. For the latest information on Wilton products and ideas for all occasions, visit Wilton online at www.wilton.com. To locate the closest Wilton Method Cake Decorating classes, call 800-942-8881.