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FOR IMMEDIATE RELEASE

Pops! Sweets On A Stick!

Newest Wilton book puts the color and fun of every season in the palm of your hand!

Woodridge, Ill. – (January 2011) – *Pops! Sweets On A Stick!*, from Wilton Enterprises, is the company's newest book of dessert inspiration, showcasing over 290 treats on a stick that break away from the plate and stand up to join any celebration.

This collection of goodies on a stick goes beyond the basics of creating cake balls, the latest confectionery trend by transforming favorites like cakes, cookies, brownies and cereal treats into pops that are fun to dip, decorate and devour. Wilton shows how easy it is with over 290 pops projects – something for every occasion or special event.

The 112 colorful pages provide inspiration for both beginner decorators and experts alike. The book includes:

- Pops Basics, including tips on baking essentials and decorating techniques for pop-making success.
- Pops Parade, a gallery of cake ball, cake, brownie and cookie pop ideas from fun faces to special occasion designs.
- Pops Presentation features ideas for packaging and presentation to match the celebration or perfect for gift giving.
- Pops Products is a comprehensive product section showcasing tools, pans, sprinkles and sugars that will make pops making and decorating a breeze.

Get into the spirit and pick up a *Pops! Sweets on a Stick!* book today! The book can be purchased for \$14.99 at craft stores nationwide or online at www.wilton.com.

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About Wilton

Wilton Enterprises, based in Woodridge, Illinois and founded in 1929, is the leading food crafting company in the industry, with the number one position in cake decorating and bakeware. Today, Wilton offers the industry's most comprehensive and innovative selection of baking, cake decorating, candy making, cookie making, wedding and seasonal products. Wilton products are designed to make it easy for anyone to enjoy the thrill of serving something special. Along with great products, Wilton classes and publications have helped millions of people around the world create impressive party desserts, served with flair. 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.