



For more information:
Nancy Siler
(630) 810-2205
nsiler@wilton.com

FOR IMMEDIATE RELEASE

Wilton Industries, Inc.

2240 West 75th Street

Woodridge, IL 60517

Phone 630.810.2205

Fax 630.810.2710

www.wilton.com

**Wilton Presents Updated Scooby-Doo™! Cake Decorating
and Party Products**

Throw the ultimate celebration with Scooby-Doo!

Woodridge, Ill. – (January 2008) – Scooby-Doo!, the cartoon world's beloved Great Dane, has been a favorite kid's party "guest for generations. Give your Scooby party a refreshing new look this year with Wilton's updated line of Scooby-Doo! themed baking and decorating products.

The centerpiece of the super Scooby-Doo! celebration is the anodized aluminum cake pan. The incredible detail on this one-mix size pan makes decorating Scooby and his burger easy, especially when using the 4-color icing color set. The suggested retail price for the cake pan and icing color kit is \$12.99 and \$4.99, respectively.

The product line also includes the following:

- Scooby-Doo! Candle, hand-painted with colorful details - \$3.99
- Scooby-Doo! Baking Cups, standard size make perfect cupcakes, muffins, even candy treat cups, 50/pkg - \$1.69

- more -



Wilton Presents Updated Scooby-Doo™ Cake Decorating and Party Products – add one

- Scooby-Doo! Icing Decorations, mint-flavored sugar shapes make it easy to decorate cupcakes, cookies, ice cream and cake, 9/pkg - \$2.49
- Scooby-Doo! Treat Bags feature Scooby, Shaggy, Velma and the rest of the gang. Fill with candy, cookies or other favorite "Scooby Snacks"; includes twist ties, 16/pkg – \$1.99
- Scooby-Doo! Party Topper is food-safe plastic, decorate cupcakes, brownies, cakes, and other treats, 6/pkg - \$3.99

Scooby-Doo! and other Wilton cake decorating and party products are available at a variety of retailers across the country or online at

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. Scooby-Doo! and all related characters and elements are trademarks of and ©Hanna-Barbera.