

Ask Nancy

bake | decorate
celebrate!
Expert



Q: What is Wilton Brands Inc.?

A: Wilton Products Inc. recently changed their name to Wilton Brands Inc. This reflects a series of organizational changes including Wilton Enterprises, founded in 1929, becoming Wilton Food Crafts. The other main division in the company becomes Wilton Paper and Specialty Crafts which houses scrapbooking, paper-based crafts, beading and needlecraft brands. With additional internal structure changes that will improve efficiency and lower costs, the company will be able to strengthen capabilities to bring strong, innovative branded products to the retail crafting space and ultimately to consumers for their enjoyment. Changes should be seamless to the consumer. Have a question? E-mail me at nsiler@wilton.com, and I'll answer it here.

Nancy Siler has been baking and decorating for over 25 years and is host of the popular PBS series "Bake, Decorate, Celebrate!" As vice president of consumer affairs and public relations for Wilton Food Crafts, Nancy helps make celebrating easy and exciting for consumers.

Image Gallery



About Wilton Food Crafts

Celebrating
80
Years!

Wilton Food Crafts, 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 hundreds of thousands of people around the world create impressive party desserts, served with flair.

Try This

School's out for the summer so why not give the little scholars **A Worm Welcome** with a tasty summer recipe they can help create. With this brownie chocolate-mousse, kids will LOVE the ooey gooey sensation of playing in the mud and eating worms!

This and other recipes and food crafts for kids can be found in the new book, "Wilton Brownie Fun!"



Quick Bites

Did you know that an average of 2.3 million weddings are celebrated each year? Deliver recession-proof wedding ideas from Wilton with these helpful ideas and events:

- Save up to 75 percent at the famous Wilton Tent Sale taking place this spring from May 29 through June 16th in Woodridge, Ill. This year's sale offers a variety of Wilton decorating and baking supplies, beautiful wedding cake accessories, as well as kitchen and craft products from Copco, EK Success and K&Company.
- Check out the new book, **Wilton Wedding Style** for a start-to-finish guide to invitations, dramatic cake designs, delightful favors, and everything in between - all pulled together in coordinating colors for the bride and groom.
- Instead of hiring a wedding coordinator, many brides do the majority of planning on their own - spending an average of three hours a day in preparation. Hands-on brides turn to DIY projects found in the **Wedding Section** of Wilton.com, a how-to resource for every aspect of the big day!



NEW! Copco Corner

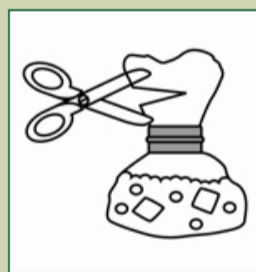
This issue we're introducing a new section to *Sprinkles* highlighting the many innovative products from Copco, a division of Wilton and leading designer and manufacturer of tea kettles, kitchen products and food preparation tools. This July, Copco is teaming up with Bed Bath and Beyond to launch the **BAG CAP** storage option. (Expected to be at K-Mart and Sur La Table this fall; visit www.copco.com for details.) In honor of the new launch, we're giving away the Bag Cap - featured on the Today Show - for FREE! Be one of the first 25 to **respond** and win a Bag Cap from Copco!



Say goodbye to twist ties, bag clips and storage containers! The Bag Cap collection is a convenient way to pour and store food in its original bag. A Bag Cap makes every bag a reusable container! Here's how it works:



1. Take apart the two pieces



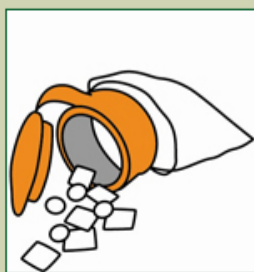
2. Slide loose end of bag through inner ring and cut bag open



3. Fold bag over inner ring



4. Position and press colored top until it pops into place



5. Open lid, pour and store!