



A Cake Boutique
Chicago (773) 761-3800

The Neighborhood Bakeshop
Libertyville (847) 367-9898

FOR IMMEDIATE RELEASE

MARK SEAMAN, CAKE STYLIST FOR MARKED FOR DESSERT, WINS GOLD MEDAL AT 2007 NATIONAL WEDDING CAKE COMPETITION

Hollywood-themed cake, homage to Lucille Ball, featuring over 500 handmade fondant feathers stuns panel of international judges

CHICAGO –OCTOBER 3, 2007 – Marked for Dessert, Chicago’s most distinctive cake boutique, announced today that its owner and founder, Mark Seaman won a gold medal at the 2007 National Wedding Cake Competition at the Oklahoma Sugar Arts Festival in Tulsa, Okla., on September 29th.

The National Wedding Cake Competition is recognized worldwide as the premier wedding cake competition and event of the year and draws top competitors from around the globe. At the event, cake decorators show their exquisite wedding cake creations based on an annual theme and are judged by an international panel of top decorators and bridal magazine editors.

“I am honored to have been awarded the gold medal by the judges at this year’s competition,” said Seaman. “Being recognized as the top in my field is unbelievable and I could not be more grateful.”

This year’s theme, Hollywood Glamour, inspired Seaman to create a six-tiered cake in homage to Lucille Ball. Covered in ivory fondant and over 500 handmade fondant feathers and 80 life-like orchid blossoms made from sugar gum paste, the cake took Seaman over 200 hours to create. “The hours I spent on my cake were truly a labor of love,” said Seaman. “I measured out a quarter teaspoon of fondant and pressed it into a feather mold 500 times. The feathered pedestal alone took me 36 hours to create.”

Previously at the same event, Seaman won a silver and bronze medal in 2005 and 2003, respectively. In 2003, the Food Network followed him and his cake entry at the competition and featured him in a one-hour special on the competition.

Seaman is a professional cake stylist and founder of Marked for Dessert, A Cake Boutique in Chicago. In October of 2006, he opened The Neighborhood Bakeshop in Libertyville. He trained at the Baking and Pastry Arts program at the Cooking and Hospitality Institute of Chicago, and then developed his expertise in special occasion and wedding cake design through intensive training at the Wilton School of Cake Decorating, the International Sugar Art Collection School of Confectionary Art, and the French Pastry School. He has trained with leading cake decorators, chocolatiers, and sugar artists from around the world.

As an educator, Seaman teaches at the Wilton School of Cake Decorating and at Chicago's renowned Kendall College.

About Marked for Dessert

Marked for Dessert is Chicago's most distinctive cake boutique created by cake stylist Mark Seaman. Marked for Dessert specializes in distinctive wedding cakes with elegant handcrafted, life-like sugar flowers made from gum paste, and beautiful glass-like pulled sugar. The Marked for Dessert cake studio is a 2000-square foot professional kitchen situated in a creative arts building on Chicago's North Side. For more information, visit: www.markedfordessert.com.

Media Inquiries:

Elizabeth Miller
Marked for Dessert
847-223-2653 office
847-769-3075 mobile
liz@markedfordessert.com