



NEWS RELEASE



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Pittsburgh Bakery Celebrates Fifth Anniversary with New Custom Cupcake and Cookie Creations

PITTSBURGH, PA – November 23, 2009 — Priory Fine Pastries (<http://www.prioryfinepastries.com>), a full service bakery located in Pittsburgh's Historic Deutschtown neighborhood (<http://www.deutschtown.org>), marks a major milestone today, Monday, November 23, with a celebration of its fifth year in business. Just in time for the Holidays and to kickoff its anniversary, Priory Fine Pastries has launched its new "*Custom Cupcake and Cookie Creations*" line, along with a variety of new products, services and store improvements over the next few months.

Priory Fine Pastries is holding an open house for neighbors and customers in celebration of its fifth anniversary at its 528 East Ohio Street location, today, November 23 from 5:00 p.m. to 7:00 p.m.

The Priory's new *Custom Cupcake Creations* line features a new three-pound plus *Colossal Cupcake* – the biggest cupcake in Pittsburgh – and 19 other new cupcakes such as the *Northsider*, a yellow cupcake with peanut butter filling, topped with Clark Bar pieces and chocolate drizzle, and *The Elvis*, a premium chocolate cupcake filled with peanut butter, butter cream and topped with banana icing, chopped peanuts and chocolate drizzle. Other Custom Cupcake Creation offerings include *Banana Split*, *Black Forest*, *Blueberry Cobbler*, *Boston Cream Pie*, *Brownie Delight*, *Burnt Almond Torte*, *Cappuccino*, *Chocolate Knockout*, *Coconut Cream Pie*, *Hot Tamale*, *Key Lime Cheesecake*, *Lemon Zinger*, *Orange Blossom*, *Peanut Butter & Jelly*, *Red Red Raspberry*, *Rocky Road* and *Toffee Crunch*.

In addition, the East Ohio Street bakery's new *Custom Cookie Creations* include a whole new line of deliciously larger cookies such as *Chocolate O'Chunk*, *Everything Peanut*, *Not Just Pecans*, *Mocha Latte*, *Kickin' Key Lime* and a wide variety of favorite standards.

Also planned for the Priory Fine Pastries are upgrades to its storefront, including an historically accurate carved, glass-fronted sign which will run the length of the facade. "We're looking to emphasize the historic character of our building, and to give our store some more visibility at the same time," said John Graf, one of the owners of the Priory Hospitality Group. "The sign we're putting in is of a type that was sold to merchants in the late 19th century. It will be hand-carved – the old fashioned way."

"We've had great success to date, but after talking with our customers and staff and researching bakeries throughout the country, we decided to kick things up a few notches and I'm happy to say that we're just getting warmed up," Graf continued. "Our head baker Darrin McMillen and his staff did a great job with our new *Custom Cupcake and Cookie Creations* lines and I'm excited to see what new innovations he has in store for our customers. Aside from our new products, we are underway creating a lighter, warmer interior inside the bakery and more beautiful and inviting establishment on East Ohio Street."

ABOUT THE PRIORY FINE PASTRIES

Family owned and operated by the Graf family since 1986, the award-winning Priory Fine Pastries is a custom bakery located in Pittsburgh's Historic Deutschtown neighborhood and on the former manufacturing site of the famous D.L. Clark Candy Company. For more information call 412.321.7270 or visit <http://www.prioryfinepastries.com>.