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Marriott Hotels and TLC's "Cake Boss" Buddy Valastro Announce Signature Cake Promotion
Buddy Valastro and his famous Hoboken bakery have teamed up with select Marriott hotels in New Jersey and Philadelphia for a tasty promotion: a Marriott Signature Cake at social and corporate events!

Hoboken, NJ — Select Marriott Hotels in New Jersey and Philadelphia have teamed up with Buddy Valastro of Carlo's Bakery for a new [Cake From Buddy](#) promotion.

Anyone who books a wedding or other social or corporate event at one of eight participating Marriott Hotels between September 27, 2011, and February 29, 2012, will receive a free cake from Buddy's own Carlo's Bakery in Hoboken, New Jersey, in addition to an exclusive Carlo's Bakery experience.



"This is truly a one-of-a-kind experience that joins two family businesses: Marriott International and Carlo's Bakery," notes Lawrence Cassenti, Senior Marketing Manager at Marriott International. "Anyone who has seen the show 'Cake Boss' knows that there is an hours' long wait to get inside Carlo's Bakery. With our Cake From Buddy promotion, participants become VIPs and literally go to the front of the line. They get an exclusive pass to Carlo's Bakery's new facility to have a consultation about their cake (valued at \$100), at absolutely no cost to them."

The Cake From Buddy promotion features the cake (sized for the number of people which have been guaranteed for the event) and an exclusive Carlo's Bakery Experience, which includes:

- Cake tasting at Carlo's Bakery's new Lackawanna facility (a \$100 value)
- One-on-one consultation with a member of Buddy's staff
- Behind-the-scenes look at Buddy's new bakery facility
- Autographed photograph from Buddy

Participants in the Cake From Buddy promotion may choose from the Marriott signature cake or any of 24 other [creative cake designs](#) from Carlo's Bakery as part of their package, or they can upgrade the cake to any of the 228 styles that Carlo's Bakery offers for an additional fee.

The Marriott signature cake is a round red velvet cake with cream cheese filling, a white fondant outside decorated with burgundy border stripes and dots, the couple's initials monogrammed (a major trend in creative cake designs), and topped with hand-made roses, the favorite flower of Mrs. Marriott, wife of Marriott's chairman and CEO, J.W. Marriott, Jr. This signature cake can be adapted to reflect the couple's own wedding colors, favorite flowers and monogram.

The participating hotels in this promotion include:

- Park Ridge Marriott in Park Ridge, NJ
- Newark Liberty International Airport Marriott in Newark, NJ
- Teaneck Marriott at Glenpointe in Teaneck, NJ
- Bridgewater Marriott in Bridgewater, NJ
- Princeton Marriott at Forrestal in Princeton, NJ
- Philadelphia Downtown Marriott in Philadelphia, PA
- Philadelphia Airport Marriott in Philadelphia, PA



- Philadelphia Marriott West in West Conshohocken, PA

For additional information on the Cake From Buddy promotion, visit www.marriott.com/cakefrombuddy.

For additional information on Carlo's Bakery, visit www.carlosbakery.com.

Visit Marriott International, Inc. for company information. For more information or reservations, please visit our website at www.marriott.com, and for the latest company news, visit www.marriottnewscenter.com.

