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Marriott Catering Team Visits Carlo's Bakery to Prepare for New Hotel Deal

Marriott catering team partners with Carlo's Bakery to bring beautiful wedding cakes to brides in New Jersey and Philadelphia.

Hoboken, NJ - As part of their training for Marriott Hotels' new "Cake From Buddy" promotion, the catering team at select Marriott hotels in New Jersey and Philadelphia visited Carlo's Bakery's new Lackawanna facility recently to sample cakes and learn how to make creative cake designs sure to wow brides.



Carlo's Bakery's Chef Mauro Castano, Buddy Valastro's brother-in-law and right-hand man, took the Marriott team on a tour through the new baking facility, talked to the team about how Carlo's works with brides and other customers on selecting the perfect creative cake designs for their event, and then gave the participants a tasting of Carlo's Bakery's most popular flavors. The Lackawanna facility joins the Hoboken bakery as the newest addition to Carlo's Bakery.

Chef Mauro and the Marriott team were fine-tuning the process for the "Cake From Buddy" promotion to ensure that brides and grooms — as well as other clients who have their events at a Marriott in New Jersey or Philadelphia — have the ultimate wedding cake experience.

"We are all about making the bride happy and giving her a very positive experience," notes Chef Mauro. "We ask her to come to her consultation with us with a picture of her dress, her wedding invitation, color swatches and anything else that is an integral part of the wedding, so that we can design a dream cake for her special day."

And having produced as many as 2,600 wedding cakes a year at the Hoboken bakery, Chef Mauro is truly the expert on what works and what doesn't for a wedding cake. He will guide the bride through the step-by-step process, which includes a tasting of all of Carlo's Bakery's flavors, and then work on a design, flavor, filling and style that best matches her vision.

Marriott's "Cake From Buddy" promotion was just launched last week, and anyone who books a wedding or other social or corporate event at one of eight participating Marriott Hotels between now and February 29, 2012, will receive a free cake from Carlo's Bakery in Hoboken, New Jersey, in addition to 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



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/specials/promotion.mi?promotion=group_offer_244.

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

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