

## Media Inquiries

Contact:

[media@bfg.org](mailto:media@bfg.org)

**Business for Good Leadership**

**Jahkeen Hoke**

CEO

E [jah@bfg.org](mailto:jah@bfg.org)

**Connie Frances Avila**

Chief Brand Officer

E [connie@bfg.org](mailto:connie@bfg.org)

---

## Business for Good

We invest in people to build better businesses, stronger communities, and a more equitable world.

Through sustained investment in people, and a belief in the transformative power of entrepreneurship, we're working toward a world for everyone, built by everyone.

January 12, 2023

## Bread Basket Cake Shop – a new destination for specialty cakes for all celebrations – launches in Saratoga Springs

*Today, Business for Good (BFG) announced the launch of Bread Basket Cake Shop – a new destination for specialty cakes fit for all celebrations, where all profits will be donated to local charities fighting hunger and food insecurity.*

Bread Basket Bakery has been a staple of the Saratoga area for years. Since its incorporation into Business for Good's family of companies, it has donated 100 percent of its profits to help 'bake a difference' in the local community. With customer demand growing year to year, an opportunity arose to dedicate a unique space as a location for the bakery's cake orders.

"Bread Basket Cake Shop is a much-needed service in the community," said BFG co-Founder Lisa Mitzen. "Not only will people get to enjoy delicious and beautiful cakes, but their choice of purchasing at Bread Basket Cake Shop will help local charities working to fight food insecurity and hunger in the Capital Region."

Bread Basket Cake Shop will occupy a retail boutique space within *The Springs* at 3 Hempstead Place. The location will serve customers looking for specialty and custom cakes for all occasions, as well as offering coffee drinks and breakfast pastries throughout the day. The space is lovingly decorated, with plenty of natural lighting, and features a special spot for consultations with Bread Basket Cake Shop's expert team.

"Custom cakes have been a large part of Bread Basket Bakery's offerings for many years," said BFG Chief Brand Officer, Connie Frances Avila. "By dedicating a unique location to Bread Basket Cake Shop, we had a great opportunity to work on the branding, logo and website. The new look and feel allows Bread Basket Cake Shop to compliment Bread Basket Bakery, but also stand on its own as a business in its own right."

"I've been decorating cakes for over twenty years and it's amazing to be in this new space, where design is the primary focus," added Head Cake Decorator Angelina Tallman. "We love having our cakes play a part in some of the happiest days of our customers' lives. We are really looking forward to supplying unique desserts for celebrations of all kinds in Saratoga Springs and beyond."

###

FOR IMMEDIATE RELEASE

# Press Release



## **About Bread Basket Bakery and Bread Basket Cake Shop**

For nearly four decades, Bread Basket Bakery has given to the community through their food. They've now expanded to include Bread Basket Cake Shop, which offers celebration and custom cakes. Both locations are designed around a warm, family atmosphere and community-first approach as well as their delicious cakes, breads and treats. As part of the BFG family of companies, customers of Bread Basket Bakery and Bread Basket Cake Shop share in the helping feed their neighbors, as all profits from the businesses are used to fight food insecurity in the Greater Capital Region. To learn more, visit [www.saratogabreadbasket.com](http://www.saratogabreadbasket.com).

## **About Business for Good™**

With values rooted in equity, access, opportunity, and prosperity, Business for Good™ has advanced the model of traditional venture philanthropy to Do Good and Give Back to communities in the Greater Capital Region of Albany. Formed in 2020, BFG seeks to give back to move forward and is rooted in the core principle of "for good, not gain." Its efforts were recognized on a national level with a 2022 Fast Company's World Changing Ideas Honorable Mention, which recognizes pioneering teams that are playing an important role in the betterment of the world through intentional philanthropy. Comprised of a mission-focused team, Business for Good™ believes no challenge is insurmountable through hard and thoughtful work. With a goal to provide businesses and organizations with sustained support, BFG invests in people for the long term and in every way. Business for Good: building better businesses, stronger communities, and a more equitable world. To learn more, visit [www.bfg.org](http://www.bfg.org)

###