



Sift: Digital Press Kit

Introduction:

Sift, a cupcake and dessert bar, has built a sweet empire of signature flavors and specialty desserts and now they're the sweetest spot in Northern California. Cupcakes are a classic but Andrea Ballus always sifts in something unexpected to make her desserts simply irresistible. She sets the mood by incorporating elements of retro and modern design into their stores and desserts. Even the manliest of men make the pink shop a destination because where else can you get Guinness flavored cupcakes? Sift is constantly mixing it up and expanding into new areas of deliciousness, read more to see where they're heading...

History:

With modest means and sweet dreams, Andrea Ballus moved to Cotati California to open her own cupcake bakery, Sift. When they opened in 2008, despite the discouraging economic times and late nights, Andrea was excited for the future of her business. Sure enough, this tucked-away cupcake shop had a quick-rising recipe for success; use the unexpected to make fantastic flavors and always have fun with frosting. Now they're the premier cupcake shop in California's Wine Country and they're still growing. Ballus has been busy winning awards, frosting on Food Network, catering events, and opening two more locations. So what's next? Andrea says, "Sift is headed into sweeter pastures. We are expanding throughout the Bay Area and are excited about the opportunity to bring our sweet desserts to a neighborhood near you!"

Bios:

Andrea Ballus: owner and "Pastry Pushing Proprietress"

- Contact info: andrea@siftcupcakes.com
- In 2008, Andrea opened a tiny cupcake bakery in a tiny college town and called it Sift. The idea for Sift came as she scoured wine country for unique, creative cupcakes for her wedding in Sonoma. Andrea quickly uncovered a niche that her entrepreneurial spirit (and cupcake obsession) would not let her leave untapped. Thankfully, she grew up in a household where the Kitchen-Aid mixer was used more than the microwave. Her mother baked and decorated her birthday cakes from scratch every year and her father always had a new bread creation in the

oven. *It's a little known fact that while in elementary school, Andrea used to trade her home-baked bread sandwiches for {aghast!} those familiar commercial brand cupcakes wrapped in plastic!* This childhood baking experience along with her passion for creating the most beautiful, delicious desserts served with “cherry on top” customer service has propelled her dessert bar (she’s since added new menu items along with the cupcakes) into the wine country spotlight.

- Andrea is 33 and grew up in the little East Bay town of Benicia near San Francisco. In 2007 she married Jeff and now has a son Miles who is just over a year old. Other than her family, she loves frosting.

Jeff Ballus: “Bob the Builder”

- Contact info: jeff@siftcupcakes.com
- Andrea’s husband Jeff prefers to stay behind the scenes. Affectionately dubbed “Bob the Builder” by Sift’s staff, Jeff will step in as handyman, baker, delivery driver or whatever it takes to make things run smoothly. When his “Bob” hat is off, Jeff manages the numbers side of the business. Oh and he is the best taste tester we’ve got!

Corey Fanfa: manager and “Chief”

- Contact info: corey@siftcupcakes.com
- Corey Fanfa (aka “Chief”) has been on board the Sift train from the beginning, well actually *before* the beginning because she and Andrea have been best friends since childhood. After a long career in the custom motorcycle business and then owning her own retail shop, Corey brought her keen eye for design and some sound retail business sense to the Sift team. Today Corey is involved in just about every facet of the business including marketing, sales, and production, all while managing the Cotati and Napa locations. It is this “do it all, and do it big” attitude that has earned her the nickname “Chief” by her fellow cupcakers.

Christian King: decorator

- Contact info: christian@siftcupcakes.com
- For the past three years Christian King has been working as Sift’s lead decorator. From signature holiday dozens to weddings, Christian creates cupcake eye-candy for Sift’s loyal clientele. You can also catch him sharing his expertise in Sift’s decorating classes taught by the man himself.

Contact info:

Press and media contact:

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Jordan@siftcupcakes.com

707-515-8600

Private Party info contact:

707.703.4228 or email

SantaRosa@siftcupcakes.com

Single sheets:

Q&A With Andrea Ballus:

1. Why did you decide to create cupcakes?

“I love cupcakes. I found that toting my cupcakes around with me in my sales positions helped me win friends, influence people and get meetings with the big wigs. Also, when I got married in Sonoma I couldn't find a cupcake shop that did all the variety of flavors I wanted to serve... so I decided to open my own cupcake shop to help serve like-minded brides in wine country.”

2. What was it like starting your shop?

“Oh man, it was tough! I think I only accumulated about 6 hours of sleep in the first week of being open...wait, make that the first month! I would be baking and making frosting and decorating at the same time! I learned to have 6 hands... well, to beg my friends and family to pitch in for cupcake pay.”

3. What's the Sift team like?

“We are like a family. You can find us playing practical jokes on each other, singing, dancing, quoting movies; I think there's even been a cupcake food fight once or twice. We could make a great reality show behind the scenes here! Many of the staff have been here since the beginning...that's a long time for some of these college kids.”

4. What has been your favorite part of starting Sift?

“I love to see customers faces when they walk in for the first time...their jaws drop! It might be because of all the pink...but I think it's because of the amount of desserts that are piled high in front of them. I also love creating flavors. Taking inspiration from a favorite food and turning it into a cupcake flavor or dessert is awesome!”

5. What have been your biggest obstacles?

“Trying to figure out how many cupcakes and desserts to make every day! We don't like leftovers, but we don't like to have empty cake plates either! Its tough to balance on a day to day basis.”

6. What about the competition?

“There is plenty of competition...it's good, it keeps everyone on their toes and producing the best desserts possible. I also think there are plenty of cupcakes to go around. Who doesn't like more dessert?”

7. Are cupcakes just a craze?

“I'll admit, I'm a little crazed about cupcakes...but I tend to think that people need cupcakes. People like cake and frosting...most people have this on their birthday. We make it so that any day can be your birthday! A little package of cake and frosting that you don't have to share, love it!”

8. Are cupcakes just a girl thing?

“No way! Guys love their cake too. We even have a cupcake made with beer!”

9. Which flavor is your favorite?

“Ugh, that's a hard question! It's like a mom which one of her children she loves more. If you promise not to tell the others; Ooh La La and The Samoa are my most favorite.”

10. What inspires you?

“I'm inspired by great flavors, unexpected combinations and fantastic design. I'm also inspired by good old Martha, Mom-entrepreneurs and my husband whose response is always, ‘it's taken care of.’”

11. Where is Sift headed?

“Sift is headed into sweeter pastures. We are expanding throughout the Bay Area and are excited about the opportunity to bring our sweet desserts to a neighborhood near you!”

Locations:

Cotati

7582 Commerce Blvd

Cotati CA 94931

707.792.1681

Hours:

Mon-Thurs 10am-6pm

Fri-Sat 10am-7pm

Sun 10am-5pm

Santa Rosa

404-A Mendocino Ave

Santa Rosa CA 95401

707.703.4228

Hours:

Mon-Thurs 10am-6pm
Fri-Sat 10am-9pm
Sun Noon-5pm
(Open until 8pm during the Wednesday Market)

Napa

1000 Main Street
Suite 100
Napa CA 94559
707.240.4004

Hours:

Mon-Thurs 11am-8pm
Friday 11am-9pm
Saturday 10am-9pm
Sunday Noon-5pm

Photos, Audio, & Video files:

- *Products*
- *Events*
- *Location Photos/ Store Fronts*
- *Logo/ Graphics art*
- *Video clips*
- *Audio Clips:*
http://www.siftcupcakes.com/uploads/Sift_Cupcake_Delight.mp3
- *any news related to the industry, financial statements or any other investor-related news is very appropriate for the press kit.*

Press coverage:

Article links:

“ '10 Best Cupcakes: #1 Sift Cupcakery.”

Baylist.sfgate.com *SFGate Community*. Web.

<<http://baylist.sfgate.com/winners/best-of-the-baylist/4766/specialty-food-and-drink/cupcakes>>

"Sift Takes the (cup) Cake." by Jennifer Huffman.

Napa Valley Register. 7 Mar. 2009. Web.

http://napavalleyregister.com/business/article_23cf8290-3ad8-5892-b828-1cf613665380.html

"Gimmie Some Sugar: Sift Cupcakery Brings the Retro Cupcake to the North Bay." by Brodie Jenkins.

Bohemian.com. 6 Aug. 08. Web.

<<http://www.bohemian.com/bohemian/08.06.08/eats-0832.html>>

"Not Just a Cupcake... A cupcakery!"

Off The Vine: the Left Coast Food and Wine Magazine. Web.

<<http://www.offthevinemagazine.com/things-we-love/2009/3/27/not-just-a-cupcake-a-cupcakery.html>>

Blog Articles:

"Cupcakery Review: Sift."

Cupcakes Take the Cake Blog. 4 Oct. 2010. Web.

<http://cupcakestakethecake.blogspot.com/2010/10/cupcakery-review-sift.html>

"No Tricks! Just Healthier Halloween Treats"

MintLife Blog. Personal Finance News & Advice. *Mint.com*. 27 Oct. 2010. Web.

<<http://www.mint.com/blog/saving/healthy-halloween-treats-10272010/>>.

"Vendor Spotlight: Sift Cupcakery, Wine Country."

Bridebound. 19 Aug. 2010. Web.

<<http://brideboundblog.blogspot.com/2010/08/vendor-spotlight-sift-cupcakery-wine.html>>.

"SpongeBob, Monkey and Panda Cupcakes from Sift." by Rachel.

Cupcakes Take The Cake. 11 May 2010. Web.

<<http://cupcakestakethecake.blogspot.com/2010/05/spongebob-monkey-and-panda-cupcakes.html>>.

"Sift Cupcakery Coming to Downtown Santa Rosa | Santa Rosa & Wine Country Dining and Restaurants."

BiteClub Eats | Santa Rosa & Wine Country Dining and Restaurants. 7 Dec.

2009. Web. <<http://www.biteclubeats.com/2009/12/sift-cupcakery-coming-to-downtown-santa-rosa.html>>.

"Hey Cupcake."

BiteClub Eats | Santa Rosa & Wine Country Dining and Restaurants. 2 May

2008. Web.

<<http://www.biteclubeats.com/2008/05/hey-cupcake.html>>.

Reviews/ Directory Sites:

Yelp.com

<http://www.yelp.com/biz/sift-a-cupcakery-cotati>

SF Survey; Tastyr

<http://www.sfsurvey.com/rd.asp?r=3921>

Urban Spoon

Sift Cupcake and Dessert Bar

<http://www.urbanspoon.com/r/6/1560582/restaurant/Sift-Cupcake-Dessert-Bar-Napa>

Sift a cupcakery

<http://www.urbanspoon.com/r/6/1528313/restaurant/Sift-a-cupcakery-Santa-Rosa>

Chow Hound

<http://www.chow.com/restaurants/29394/sift-cupcakery>

Project Wedding

<http://www.projectwedding.com/vendor/show/sift-a-cupcakery>

Wedding Wire

<http://www.weddingwire.com/biz/sift-cupcakes-cotati/099483728b8dfe59.html>

Insider Pages

<http://www.insiderpages.com/b/15248563815/sift-cup-cakery-cotati>

Foodie View

<http://www.foodieview.com/restaurant/sift-cupcakery/cotati-ca/116675/149690>