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For Immediate Release

**A Treat for the Sweet at Heart
Flour Confections is a Leader in Decadent Design**

Toronto, ON – May 21, 2009 A divine sugar-coated mix of art and flavour; Flour Confections literally 'takes the cake' when it comes to its delicious creations. The successful cake shop provides a multitude of flavourful designs and edible goodness for all occasions, making any event a celebration.

Lisa Bugeja, owner and artist extraordinaire of Flour Confections, could only see a match made in heaven when she decided to open up shop and combine her artistic design talents with her love and enthusiasm for dessert. It wasn't long before her fabulous confections caught the attention of brides, party planners and celebrities alike.

While it can be difficult to imagine, each and every confectionary Flour Confections product is strategically hand designed. The impossible intricacies, attention to detail and loving care of each and every creation is visible, from a cupcake to the most stunning and large cake Bugeja creates.

The popularity of Flour Confections is not only thanks to the talented artistic creations of Lisa Bugeja, but also can be credited to the array of flavours available. With signature savours including Vanilla Orchid, Midnight Chocolate, and Calypso Coconut, customers also have the option of selecting from buttercream fillings and fresh fruit.

"When I am designing the cakes, I ensure each creation is as unique as the individual for whom it is made." Say Bugeja "It is also important to me that each sweet treat tastes as good, if not better than it looks!"

Not only does Lisa Bugeja specialize in providing unique confectionary designs, but the artist and sweet shop owner somehow finds the time to provide sugary sweet classes for the creative inclined. From the basics of Flour Power to the enticing education of Cake Couture, students are sure to come away with a new

found knowledge and appreciation of what really goes into the fabulous treats they indulge in at parties.

Bugeja has also been known to offer “celebrity chef” instructors into the mix every now and again, including: Food Network’s Elisa Strauss, remarkable cake designers Toba Garrett and Bronwen Weber. Flour Confections is a one stop shop for a ‘sweet’ experience’ and an invaluable learning experience.

On April 1, 2009, Flour Confections successfully launched its custom cake shop. Located in Pickering Ontario, the new store presents visitors with a firsthand glimpse into the many sumptuous cake creations, the opportunity to attend one of the Flour Confections cake enthusiast classes and purchase cake decorating supplies.

In addition to a physical store, Flour Confections is proud to offer an online store, allowing visitors to browse and purchase the very products that help make Lisa Bugeja’s award-winning confections such a sweet success. From cute cookie cutters for every occasion and in every shape to a variety of decorating tools, the Flour Confections online shop is the perfect place to gather the right sugarcraft supplies and help create the ultimate sumptuous and celebrated cake for any special occasion.

Lisa Bugeja’s passion is certainly visible in the cakes she creates. Samples of her creations, class schedules and online store are located on her website as well as her business blog.

About Flour Confections

Based in Pickering Ontario and serving Durham region and the Great Toronto Area, Flour Confections evolved from a passion for dessert and a love for artistic expression. Providing an array of sweets, Flour Confections also provides cake decorating classes and sells an assortment of cake decorating supplies.

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