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THE NEW PHOTOCAKE™: A PICTURE PERFECT IMAGE IN GOOD TASTE
McGlynn's Bakery debuts PhotoCake™ System in the Milwaukee Market

Milwaukeeans can now convert their favorite photos to sweet memories with the new McGlynn's PhotoCake™ just in time for the holiday season. Through a newly-developed photographic imaging process, McGlynn's is placing a new spin on the traditionally-decorated special occasion sheet cake sure to create a stir at any family gathering or holiday event.

The visible top layer of the PhotoCake™ is a virtually perfect reproduction of a supplied photograph. Images can be anything from a color family portrait to an old-fashioned black-and-white cameo to a scenic nature shot.

Here's how the process works: Customers bring their favorite photo to a participating Mega Mart Pick 'n Save in-store bakery. Their photo is then run through a special computer which converts the image to fit on any size sheet cake. A special printer using food-grade edible inks reproduces the photo or drawing onto a vanilla-flavored sugar fondant. When the image is complete, it is placed on a sheet cake and framed by a decorative icing border with room for a personalized message.

The unique PhotoCake™ technology, including the sugar fondant made thin and sturdy enough to pass through a special printer, was developed by McGlynn's Bakery and introduced in retail stores in April, 1998. Although other "picture" cakes have been available in the U.S. market, the McGlynn's PhotoCake™ represents the highest-quality and most detailed image ever placed on a cake at the retail level.

McGlynn's Bakery sells a complete line of more than 300 bakery products including breads, buns, donuts, pies, cakes, muffins, croissants and other sweet goods in Mega Mart Pick 'n Save stores throughout the Milwaukee area. DecoPac, a division of McGlynn's and creator of PhotoCake™, is the leading supplier of licensed cake decorating products to the baking industry.

For more information or to place your order for a McGlynn's PhotoCake™, visit the bakery section of any local Mega Mart Pick 'n Save.

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