

Press Release: Stratique PR

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For Immediate Release

How Your Employees and Managers can Have Their Cake.... and Eat it!

Businesses are starting to discover the effectiveness of rainbow sprinkles as a way of motivating staff and rejuvenating team spirit as, with the help of Bake180, a new trend is emerging; corporate cupcake-decorating workshops.

Sarah Wall, Director of cupcake-specialist company Bake 180 says "this is an excellent opportunity for team building, nurturing working relationships between staff who perhaps don't usually work together."

The workshops can take place at your place of work, or at a location of your choice, and all the necessary equipment is provided, with each participant getting six cupcakes to decorate. An hour and half of buttercream, sugar paste and sprinkles later, the team is left feeling refreshed and valued by their employer, leading to increased productivity and benefits for both business and workforce.

Many businesses are struggling in this current financial climate, but Bake 180 are providing this unique, fun and cost-effective way to boost morale, an affordable alternative for businesses who aren't in the financial position to offer pay raises and bonuses.

The possibilities don't end there. Inviting business clients to get involved can be an original and interesting way of building rapport, developing working relationships and painting your company in a positive light. Helen Cooper at Jones Lang LaSalle said, *"I just want to say a big thank you again for organising this for me. It was very much enjoyed by all our guests. I'll be sure to come back to Hopwas for another go in the New Year!"*

If you would like to find out more about cupcake workshops, or to book your own cupcake workshop, email hello@bake180.co.uk, or call Sarah on 07599403600.

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For more information please contact Melanie Kamdar on 0845 226 3095 or email melanie@stratique.com