



For Immediate Release

SOUTHERN GIRL DESSERTS SAVORS ‘CUPCAKE WARS’ WIN

LOS ANGELES, Calif. (June 24, 2013)—A local cupcake bakery at Baldwin Hills Crenshaw is savoring the sweet taste of success after finishing first in the newest season of the Food Network’s “Cupcake Wars.” The show brings together the country’s top cupcake bakers to face off in elimination challenges until only one top decorator remains.

Southern Girl Desserts, located near Sears on the first level of Baldwin Hills Crenshaw, emerged victorious on Sunday’s season eight finale of “Cupcake Wars”. Southern Girl Desserts owners Catarah Hampshire and Shoneji Robison defeated three other cupcake businesses from across the country to win \$10,000 and the right to call themselves “Cupcake Wars” champions.

For the final challenge, Catarah and Shoneji fought against the clock to bake 1,000 cupcakes in two hours, and create a winning display for the treats. In addition to the \$10,000 grand prize, the team won the catering business for the black tie gala at the Chicago Toy and Game Fair.

“We are very excited to be Cupcake Wars champions, although it’s been difficult keeping our win a secret from family and friends for the past several months,” said Catarah. “The Cupcake Wars competition was an intense, but incredible experience that will help spread the message about the made-from-scratch southern desserts that are flying off the shelves at Baldwin Hills Crenshaw. We are now serving the cupcakes we baked for the final challenge, so we hope that the community will come on by to taste for themselves a Cupcake Wars winning dessert!”

The win comes on the heels of big changes at Southern Girl Desserts. The owners, who opened their first location in the Wilshire Vista neighborhood, recently merged their two stores into one location at Baldwin Hills Crenshaw, where they have been open since May 2012. New customer service initiatives include curbside pick-up and the ability to call ahead for faster service.

Considered the first and only southern-inspired dessert company in Los Angeles, Southern Girl Desserts was founded in 2007 by co-owners Catarah Hampshire and Shoneji Robison and is best known for its unique cupcake flavors, along with the best of the South’s cakes, pies, cookies, pudding and cobblers. The bakery also specializes in custom cake designs including wedding cakes as well as dessert and candy tables for special occasions.

About Baldwin Hills Crenshaw

Baldwin Hills Crenshaw is an 870,000 square foot retail destination located at the intersection of Crenshaw Blvd. and Martin Luther King, Jr. Blvd. in Los Angeles, California. Anchored by Macys, Sears and Walmart, with over 100 specialty stores and dining options, Baldwin Hills Crenshaw has long been recognized as the hub of the surrounding communities. From a signature concert series known as BHCP

2/2/2 – Southern Girl Desserts Wins Cupcake Wars

Live!, monthly Kid's Club and a weekly Farmers' Market to the many public services offered at the mall, it is clear that BHC is more than just a place to shop, it's a central gathering place for the local community. With Baldwin Hills Crenshaw so entrenched in local lifestyle, we are committed to making this neighborhood an even better place to live, work, shop and just BE! We have teamed up with some great partners to support a variety of worthwhile events and continue to support efforts and programming that reflect the history and interests of our local residents. Baldwin Hills Crenshaw is managed and leased by Primestor Development, Inc. Primestor is a full service commercial real estate firm specializing in the management, revitalization, and development of shopping centers in urban locations.

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