

## News Release

17 July 2013

### **Wedding cake entrepreneur wins logo competition**

Cookie and cake entrepreneur Jane Galloway-Reilly has won a free £300 make-over of her company logo, in a competition organised by award-winning Widnes creative design firm, Printel and the Weekly News.

Printel managing director Stuart Atherton judged her home-made logo was most in need of professional help and his designers have come up with a new look for the wedding cake side of her business, which is branded 'Confetti and Crumbs'.

Jane, who wanted to develop a business which would work round her three young children, started 'Cookie Couture' after realising her stylish cakes and cookies went down a storm with all her friends.

She said: "Wanting to be a stay-at-home mum with my three little angels, but desperately wanting to be Miss Independent, I decided I should take the talent I had and turn it into something fabulous."

Now her artistic creations are selling like hot cakes. And her sumptuous wedding cakes have recently won her a Wedding Industry Experts 2013 award and also an internet-based competition for the Best Cake Designer in the three categories of Cheshire, England and Worldwide.

Jane said: "I absolutely love the new look logo. It sums up my wedding cake business perfectly and will hopefully mean it's much easier to get noticed. I'm really grateful to Printel for coming up with this fantastic design. Fingers crossed it will be the start of something big."

If you would like to speak to Printel Design about branding and marketing for your company, contact Stuart Atherton on 0151 420 0700. [www.printel.co.uk](http://www.printel.co.uk). And to find out about Jane's cakes, contact her on 07766 547238. [www.cookiecouture.co.uk](http://www.cookiecouture.co.uk).

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*On behalf of **Printel Design**. [www.printel.co.uk](http://www.printel.co.uk)*