



# CHEESE CAKED

Have You Been Cheesecaked Lately?



## MEDIA KIT

**CheeseCaked specializes in turning your favorite desserts into amazing cheesecake flavors. We specialize in flavors such as Pecan Praline, Champagne, Salted Caramel, White Chocolate Raspberry Swirl, Vanilla Bean, Banana Pudding and many more.**

**It all started with grandma's sweet potato cheesecake and her secrets to successful baking. During those precious moments, Shawn Brown discovered her natural artistic ability to revitalize a simple cheesecake recipe. Thus forming CheeseCaked; a gourmet cheesecake boutique selling a variety of personal sized cheesecakes in an assortment of flavors.**

**CheeseCaked has added imagination and extra love from the generation of family recipes. Healthy eating is a big part of the CheeseCaked brand, which is why we are devoted to creating a variety of options for the weight-conscious customer.**

**Our intention is to create each skillfully hand-crafted cheesecake to be a unique special indulgence.**



Shawn Brown was born and raised in Los Angeles, California. She is an experienced Baking Industry professional. Shawn is a single mother who has managed to turn many tragedies into triumph. A life-altering tragedy for Shawn happened in February, 1994. Shawn and her sister were hit head-on by a drunk driver who didn't want to wait at a train crossing so he barreled through an intersection into oncoming traffic and plowed into their car, hitting them head on. This man's decision severely injured her sister, caused Shawn to suffer massive head and body injuries knocking her unconscious and killing her ten-week old son, Jakori.

The majority of Shawn's injuries were head and face related and so extensive that the medical team asked her mother for her most recent picture so they could recreate her face.

Through all of this, Brown has always stayed positive and ambitious in hopes of one day fulfilling her life's dream of opening her own bakery, specializing in cheesecakes. Brown currently lives in Conyers, GA with her three amazing children and she is working hard to regain and reclaim the young woman she lost so many years ago. Although her life has been dealt more than its share of bitter tragedies, she is determined to have her children know that one can overcome life's most difficult lessons.

There's a lot of love in her kitchen, where she enjoys baking with her kids, Milan, Jailyln, and Merritt, while teaching them the importance of family, achieving their dreams, entrepreneurship and fine turning her finally fulfilled passion of opening CheeseCaked.



A few of our creations...



**OMG:** Our signature cheesecake crowned with brownies, caramel, pecans and whipped cream, hence the name “Oh My Goodness”.



**Proud Mama:** The best of both worlds combining rich peanut butter and chocolate enriched with cheesecake and small chunks of peanut butter cups. Topped with whipped cream and a peanut butter cup.



**Hot Flash:** Delicious white chocolate signature cheesecake with a raspberry swirl. Topped with whipped topping.



**Mila Pie:** Our signature cheesecake surrounds cinnamon apples and a touch of caramel. Topped with a whipped topping.



**Pretty in Pink:** Our most refreshing flavor! Pink lemonade signature cheesecake. Topped with whipped topping.



**Key to the City:** Our signature cheesecake with the perfect key lime flavor. Topped with whipped topping.



# Shawn Brown, CheeseCaked: A Near-Death Experience Gives Life To A Successful Business

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No piece of cake: After a string of personal tragedies, CheeseCaked founder Shawn Brown decided to be an entrepreneur.



CheeseCaked's display of assorted gourmet cheesecakes.

## To Live & Dine, The Foundry-Puritan Mill

The Atlanta's annual To Live & Dine event was held at The Foundry at Puritan Mill. More than 300 guests enjoyed bites from 25 top Atlanta restaurants, chefs and bakeries. They sipped on Absolut cocktails, Stella Artois and Gloria Femen sparkling wines, while the Ice Sculpture Inc. bar kept everyone cool. Highlighting the event were designer tables by i3d, Modern Inheritance, Nardoni Home & Design, Signature Place, Peachtree Tennis and Harley Davidson. Designers 2000 A.D. Inc. created the 16 stunning table arrangements made from exotic fruits and flowers to match the magazine's cover, that were later auctioned off for the event's charitable partner, Open Hand. Sponsors included Absolut, Earl Smalls Harley Davidson, Fresxeno, Pajel, Novare, Jim Ellis Porsche, National Parking, Stella Artois and WolfSub-Zero. Photos by Lohsen Boufeji and Dylan York



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### CHEESE CAKE GALORE!!!

Shawn Brown was born and raised in Los Angeles, California, and is a single mother who has managed to turn many tragedies into triumph. The first life altering tragedy that Shawn experienced began when she was pronounced dead from a terrible head on collision by a drunk driver eighteen years ago, an accident that also killed her ten week old son. The physical ailments Shawn suffered from the accident were only the beginning of a life-long physical, mental and spiritual journey. She lived through a skull fracture, broken femur, crushed bottom jaw, the roof of her mouth split down the middle, her tongue cut up and several teeth blown out. After rebounding and grieving over her son's death, As we finally began to settle for Shawn (and possibly hoping to fill the void from the loss of her son), three years after the tragic accident, she gave birth to Milan Elise Weeks on February 26, 1997.

Because Shawn's body hadn't completely healed from the accident, Shawn went into labor 9 weeks early and Milan was born, weighing only 7 pound 11 ounces. Milan is now fourteen, healthy, strong and taller than her Mommy, and is an amazing mimic and teaser to Shawn and her entire family! After things seem to be looking up, Shawn was awoken in the middle of the night by the phone to hear the news that Milan's father was killed. Through all of this, Shawn has always stayed positive and ambitious in hopes of one day opening a cheesecake bakery.





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The slogan "Have you been cheesecaked?" says it all... (text continues)

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