

FOR IMMEDIATE RELEASE

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**SIMPLY SWEETS ANNOUNCES GRAND OPENING, JULY 7, 2007**

Phoenix, AZ (July 6, 2007) – Simply Sweets, a chocolate and cake designer, proudly announces their grand opening on July 7, 2007.

Simply Sweets is a new business that offers custom chocolates and cake creations. Custom creations include chocolate dipped treats such as chocolate sandwich cookies and graham crackers hand-dipped in chocolate and decorated to match a customer's occasion or chocolate suckers with hundreds of designs to choose from. Simply Sweets' treats are available as individual party favors, gift baskets, gift boxes and centerpieces. Cakes are available for all occasions including Sweet 16, baby showers, bridal showers and bachelorette parties, groom's cakes and more.

"Simply Sweets is not your typical bakery or chocolate shop. We work with our clients to design a chocolate or cake creation tailored for their occasion. We are very excited to be able to provide this service to residents all over the Valley" says owner Dana Brown. Simply Sweets specializes in chocolate dipped party favors. "I believe chocolate favors are the ultimate party favor – wouldn't you want your party guests to take home something sweet to remember your event instead of another item that will just add to clutter?" says Brown.

Simply Sweets is located in North-central Phoenix and delivery is available throughout the Valley. For more information, call 623-399-3408 or visit [www.simply-sweets.com](http://www.simply-sweets.com).

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If you would like more information about Simply Sweets or to schedule an interview, contact Dana Brown by phone 623-399-3408 or email [simplysweetsaz@gmail.com](mailto:simplysweetsaz@gmail.com).