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News Release

RIBBON CUTTING CEREMONY SET FOR NEW BAKERY

WEST CARROLLTON, Ohio – Melody Richey and Rebecca Nels Lewis have come full circle.

They got their start making cakes as high school students working at Woody’s Market. Now Richey and Nels Lewis have opened their renamed, relocated bakery, élé Cake Co., at the same location - 810 E. Dixie Drive.

A ribbon cutting ceremony to recognize the opening of their new store will be held at **10 a.m. on Friday, March 7**. The store will feature special “grand opening” specials throughout the weekend on March 7-9.

In 1997, Melody Richey and Rebecca Nels Lewis, started their own business, A Taste of Elegance, making custom designed cakes with their special butter cream frosting.

Last spring, Unified Developer’s Group razed the former Woody’s Market to develop a new retail and production facility for the bakery.

Previously located at 2020 S. Alex Rd. in West Carrollton, the bakery relocated to its new location to expand and meet growing demand. Shortly before relocating, the women renamed their store élé Cake Co.

“We wanted to re-brand the business and create a fresh new look that will appeal to all kinds of people all over the country, and we felt that this was the best time to do that,” Nels Lewis said.

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The élé Cake Co. currently employs 75 people – an increase from about 60 employees a few years ago. “And we’re still hiring for several other positions,” Nels Lewis said.

The new location allows the company to expand from 4,200 square feet to 14,600 square feet. About 5,000 square feet is used as retail space, the rest for production.

The new building features café seating and a full-service coffee shop offering hot and cold beverages including a signature butter-cream coffee. The store also sells cookies, brownies, pastries, and pies as well as party decorations and balloons.

“We’re excited that this area is coming back to life,” Richey said. “We hope that our business helps to restore that community spirit that Woody’s had,” she said.

The new building also has a community room for children’s parties or business meetings. The owners also plan to begin offering cake decorating lessons.

The pair continues to operate their Beavercreek store located 1279 N. Fairfield Road. “We plan to update the store to reflect our new name later this spring,” Richey said.

The new West Carrollton bakery is open 6 a.m. to 9 p.m., Monday through Thursday; 6 a.m. to 10 pm. on Friday and Saturday; and 8 a.m. to 5 p.m. on Sunday.

“This building is the first step in the redevelopment of the Center City district,” said Greg Gaines, city planning director. “This has been a catalyst for discussion with other developers and realtors on other key parcels in the area,” he said. Gaines said one of the city’s top priorities is to retain businesses in the city and to help them grow and prosper.

For more information about the bakery, see www.elecakeco.com.

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For media interviews, call **Melody Richey** or **Rebecca Nels Lewis**, co-owners of élé Cake Co, at (937) 384-2253. Call **Greg Gaines**, West Carrollton planning department director, at (937) 859-5783.