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**Michaels Expands Bakeware Aisle as Home Baking Trend Rises**  
*Hundreds of new products are icing on the cake for the home baker*

(IRVING, Texas) — A new report from the [Institute of Food Technologists](#) (IFT) says a rise in home baking, driven by the economy and high-end baking shows, is one of the top 10 food trends for 2011. [Michaels](#), North America's largest arts and crafts specialty retailer, is ahead of the curve with a newly expanded baking aisle featuring hundreds of specialty baking pans, decorative cupcake papers, tools, stands, fondant, icing, mixes, sprinkles and more.

Among the more than 200 new products at Michaels are products for all levels of baking expertise – from the casual home baker to the professional – including the new Wilton Punch, Cut, Decorate!™, a system that features Sugar Sheets Edible Decorating Paper, punches and cutting tools that allows bakers to create professional-looking edible decorations for their culinary creations.

“Celebrity bakers like Chef Duff Goldman and shows like *Ace of Cakes*, *DC Cupcakes* and *Cake Boss* have inspired our customers to try their hand at baking, and we give them the knowledge and products they need to get great results,” said Michaels Chief Marketing Officer Paula Puleo. “With summer celebrations and entertaining just around the corner, fun baking projects are a delicious way for families to spend time and make memories together.”

Bakers can add a festive touch to their cupcakes with Celebrate It® cupcake papers in a large assortment of designs for all occasions. Matching cupcake boxes turn a batch of goodies into a delicious gift or festive touch for parties. For edgier baked goods, celebrity baker Duff Goldman introduces the Duff Goldman for Gartner Studios Airbrush Machine to his line, which debuted at Michaels last year, and also adds new cupcake and cake tattoos, fondant tools, sprinkles and cake kits.

In-store and online project sheets give design ideas and instructions, and Michaels also offers cake decorating classes in all of its stores for customers who want to take their skills to the next level. For store locations and class information, go to [www.michaels.com/storelocator](http://www.michaels.com/storelocator).

**About Michaels**

Irving, Texas-based Michaels Stores, Inc. is North America's largest specialty retailer of arts, crafts, framing, floral, wall décor, and seasonal merchandise for the hobbyist and do-it-yourself home decorator. The company currently owns and operates more than 1,045 Michaels stores in 49 states and Canada, and over 140 Aaron Brothers stores, and produces ten exclusive private brands including Recollections®, Studio Decor™, Bead Landing®, Creatology®, Ashland™, Celebrate It®, Art Minds®, Artist's Loft®, Craft Smart® and Loops & Threads™. For more information visit [www.Michaels.com](http://www.Michaels.com)

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