



STALLHOLDER INFORMATION

— INFORMATION —



When

**13TH AND 14TH
SEPTEMBER 2014**

Where


**RASV CENTRE
MELBOURNE SHOWGROUNDS**

A LOOK BACK

2013 WAS A BIG YEAR



7000+ people attended over two days



Cake stores sold out within a few hours



Cake equipment stores took backorders to keep up



Cake classes booked out for months ahead



200+ entries for cake decorating comp.




Demonstrations from local and celeb bakers

Thank you.



Cake Expo

4000+ Facebook followers & counting



\$1000+ donated to National Breast Cancer Foundation



Overwhelming positive feedback