



# *Buddy Valastro*

"The Cake Boss"

WAVE

# Buddy the Baker



Born into a family of master bakers, Bartolo “Buddy” Valastro proved that he had a natural talent at an early age. In place of attending culinary school, countless hours were spent at Carlo’s City Hall Bake Shop where Buddy’s father taught him the old world secrets of baking. Together the Valastros imagined that they would make Carlo’s a household name someday.

**CARLO'S**  
SINCE 1910  
**BAKE SHOP**  
HOBOKEN, NJ

# Media



Today Buddy is an accomplished master baker, cake decorator and star of three hit series on Discovery's TLC: ***Cake Boss***, ***Kitchen Boss***, and ***The Next Great Baker***. Buddy has been featured in a variety of publications and TV shows including *The New York Times*, *The Washington Post*, *The New York Post*, *USA Today*, *The Los Angeles Times*, *O The Oprah Magazine*, *Brides Magazine*, *Modern Bride*, *The Oprah Winfrey Show*, *The Today Show*, *Rachael Ray*, *Good Morning America*, *Food Network Challenge*, and more.

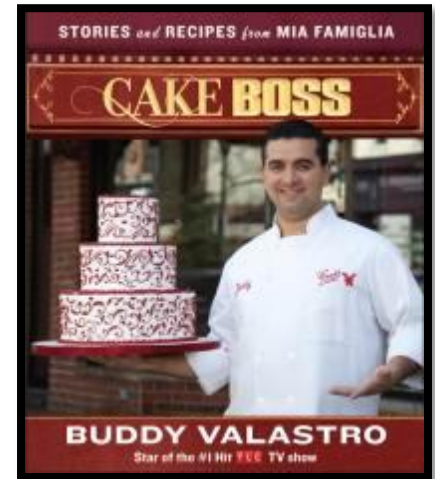
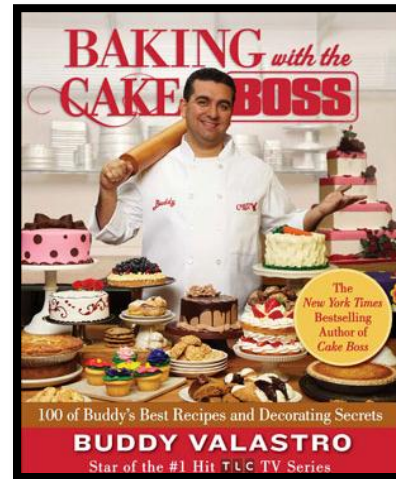




# Publishing

In 2010, Free Press, an imprint of Simon & Schuster, Inc. published his first book, *CAKE BOSS: The Stories and Recipes from Mia Famiglia*. In the book, Buddy shares his and his family's inspiring, fascinating, and poignant life story along with recipes for the bakery's most popular treats.

Buddy's second book, *Baking with the Cake Boss: 100 of Buddy's Best Recipes and Decorating Secrets*, published November 2<sup>nd</sup>, 2011. *Baking with the Cake Boss* is an education in the art of baking and decorating with 650 step-by-step instructional photos.



# Television



**UNIQUE REACH:** In the 1<sup>st</sup> quarter of 2011, Buddy's shows (**CAKE BOSS**, **CAKE BOSS: NEXT GREAT BAKER** and **KITCHEN BOSS**) reached 54.3 million total viewers – that's 18.5% of the US TV audience.

|               | Viewers    | % of US |
|---------------|------------|---------|
| Total Viewers | 54,300,000 | 18.5%   |
| W18-34        | 9,400,000  | 27.5%   |
| W18-49        | 17,500,000 | 26.5%   |
| W25-54        | 15,800,000 | 25.1%   |





# Cake Boss

**CAKE BOSS SEASONAL TRENDS:** CAKE BOSS has become a significant work horse for TLC's primetime schedule, with the number of telecasts increasing each season. The number of total viewers has increased 57% from the first season to the fourth.

| Season | # of Telecasts | Total Viewers* |
|--------|----------------|----------------|
| 1      | 13             | 27,599,000     |
| 2      | 19             | 34,314,000     |
| 3      | 25             | 41,675,000     |
| 4      | 30             | 43,350,000     |

\*For original broadcasts, only



**TLC 2011-12 PRIMETIME RANKER – MEDIAN AGE OF ORIGINAL PROGRAMS (ALL TELECASTS):** CAKE BOSS draws a very appealing young audience to TLC. In fact, CAKE BOSS, with a median age of 33 years old, boasts the **second youngest median age** of the TLC original programs this season. Additionally, the median age for CAKE BOSS is nearly 8 years younger than the TLC primetime average (41.1 years old).

| Program                       | # of TCs  | Median Age  |
|-------------------------------|-----------|-------------|
| Extreme Couponing             | 26        | 32.6        |
| <b>Cake Boss</b>              | <b>12</b> | <b>33.3</b> |
| I Didnt Know I Was Pregnant   | 4         | 40.2        |
| 19 Kids And Counting          | 10        | 40.9        |
| Long Island Medium            | 16        | 42.4        |
| Say Yes To The Dress: Atlanta | 8         | 43.9        |
| Sister Wives                  | 18        | 44          |
| Say Yes To The Dress          | 10        | 44.8        |
| Hoarding: Buried Alive        | 4         | 47.7        |
| Little Couple                 | 8         | 48.1        |

Source: Nielsen, Galaxy Explorer (Live+SD)

# Cake Boss



**TOP 200 TELECASTS – 2009 TO 2011:** During its four-season run, CAKE BOSS has drawn some of TLC's largest audiences. In fact, CAKE BOSS and CAKE BOSS: NEXT GREAT BAKER represent 19% of the network's top 200 most watched telecasts since January 2009; that's more than almost all other programs (except JON & KATE PLUS 8).

**TOP 100 TELECASTS – 2011:** Episodes of CAKE BOSS and CAKE BOSS:NEXT GREAT BAKER hold the second-largest market share of TLC's Top 100 telecasts.

| Program  | # of TCs  | % of Top 200 |
|--|-----------|--------------|
| Jon & Kate Plus 8                              | 50        | 25%          |
| <b>Cake Boss / Cake Boss: Next Great Baker</b> | <b>37</b> | <b>19%</b>   |
| Little People, Big World                       | 24        | 12%          |
| Sister Wives                                   | 19        | 10%          |
| Sarah Palin's Alaska                           | 10        | 5%           |
| Extreme Couponing                              | 7         | 4%           |

| Program  | # of TC's | % of Top 200 |
|--|-----------|--------------|
| Say Yes To The Dress                           | 18        | 18%          |
| <b>Cake Boss / Cake Boss: Next Great Baker</b> | <b>16</b> | <b>16%</b>   |
| Sister Wives                                   | 15        | 15%          |
| Extreme Couponing                              | 11        | 11%          |
| Hoarding: Buried Alive                         | 8         | 8%           |
| Toddlers & Tiaras                              | 8         | 8%           |



# Next Great Baker



**NEXT GREAT BAKER SEASONAL TREND – RATINGS (ORIGINAL TELECASTS ONLY):** In its first season, NEXT GREAT BAKER took over the Monday 9pm time slot. NEXT GREAT BAKER was up notably from the prior 4-week average of the time slot programming.

| Demos         | NGB<br>Rtg. / 000 | Prior 4-Wk Avg.<br>Rtg. / 000 | % Diff. |
|---------------|-------------------|-------------------------------|---------|
| Total Viewers | 0.6 / 1,816       | 0.5 / 1,350                   | +35%    |
| A18-34        | 0.6 / 426         | 0.5 / 340                     | +25%    |
| A18-49        | 0.7 / 895         | 0.5 / 669                     | +34%    |
| A25-54        | 0.7 / 846         | 0.5 / 640                     | +32%    |
| W18-34        | 0.9 / 294         | 0.7 / 244                     | +20%    |
| W18-49        | 1.0 / 628         | 0.7 / 467                     | +34%    |
| W25-54        | 0.9 / 589         | 0.7 / 444                     | +33%    |
| M18-34        | 0.4 / 132         | 0.3 / 96                      | +38%    |
| M18-49        | 0.4 / 257         | 0.3 / 202                     | +32%    |
| M25-54        | 0.9 / 589         | 0.3 / 196                     | +31%    |
| A50+          | 0.5 / 509         | 0.4 / 366                     | +39%    |







# Audience Breakdown

**INCOME ASSESSMENT:** During the 2010-11 season, both CAKE BOSS and CAKE BOSS: NEXT GREAT BAKER delivered a slightly larger percentage of viewers from upper income households (i.e. those in homes with an annual income of \$100K or more) than did the TLC Primetime average. For example, 27% of CAKE BOSS viewers and 29% of NEXT GREAT BAKER viewers resided in \$100K+/year households, versus 25% of TLC Primetime viewers. KITCHEN BOSS aired outside of Primetime (in the 12:30pm and 5:30pm half hours), where TV viewing levels are much lower, so it's not surprising that it draws a lower percentage of upper income viewers.

| VIEWERS \$100K+ Program    | W18-34 | W18-49 | W25-54 | W50+   | Total Viewers |
|----------------------------|--------|--------|--------|--------|---------------|
| CAKE BOSS                  | 28%    | 30%    | 28%    | 17%    | 27%           |
| NEXT GREAT BAKER           | 26%    | 31%    | 30%    | 18%    | 29%           |
| KITCHEN BOSS               | 25%    | 24%    | 23%    | 17%    | 23%           |
| TLC 2010-11 Primetime Avg. | 25%    | 28%    | 27%    | 19%    | 25%           |
| BV vs. TLC                 | +5.33% | +1.19% | 0.00%  | -8.77% | +5.33%        |



# Social Media



**SOCIAL MEDIA PRESENCE - BUDDY VS. OTHER NOTABLE CHEFS/BAKERS:** Buddy's social media presence puts him in the middle of the pack among marquee chefs and bakers. He reaches 372K people via Facebook and Twitter combined.

| TALENT                | FACEBOOK FANS  | TWITTER FOLLOWERS | TOTAL SOCIAL MEDIA PRESENCE |
|-----------------------|----------------|-------------------|-----------------------------|
| Jamie Oliver          | 769,067        | 1,589,842         | 2,358,909                   |
| Paula Deen            | 1,555,247      | 555,041           | 2,110,288                   |
| Rachael Ray           | 709,801        | 371,157           | 1,080,958                   |
| Giada De Laurentiis   | 207,091        | 425,180           | 632,271                     |
| Bobby Flay            | 119,138        | 378,485           | 497,623                     |
| Guy Fieri             | 59,599         | 435,203           | 494,802                     |
| <b>Buddy Valastro</b> | <b>211,244</b> | <b>161,610</b>    | <b>372,854</b>              |
| Tyler Florence        | 4,489          | 328,282           | 332,771                     |
| Alton Brown           | 206,897        | 103,938           | 310,835                     |
| Emeril Lagasse        | 32,530         | 258,432           | 290,962                     |
| Mario Batali          | 41,450         | 176,813           | 218,263                     |
| Michael Symon         | 47,198         | 66,048            | 113,246                     |
| Sanrda Lee            | 38,090         | 10,056            | 48,146                      |
| Duff Goldman          | 26,944         | 19,446            | 46,390                      |
| Robert Irvine         | 14,821         | 19,266            | 34,087                      |
| Anne Burrell          | 6,696          | 26,500            | 33,196                      |
| Ina Garten            | 6,739          | 8,458             | 15,197                      |

**SOCIAL MEDIA PRESENCE – CAKE BOSS VS. OTHER TLC SERIES:** CAKE BOSS far outpaces other marquee TLC series. In fact, it has received an impressive 3.1 million "Likes" via Facebook – more than any other TLC show page.

| TLC PROGRAM             | FACEBOOK "LIKES" |
|-------------------------|------------------|
| <b>Cake Boss</b>        | <b>3,183,911</b> |
| La Ink                  | 2,626,071        |
| Kate Plus 8             | 984,873          |
| What Not To Wear        | 811,390          |
| Say Yes To The Dress    | 750,561          |
| 19 Kids And Counting    | 341,520          |
| Extreme Couponing       | 311,902          |
| Ny Ink                  | 237,036          |
| Toddler & Tiaras        | 213,767          |
| The Little Couple       | 168,321          |
| Dc Cupcakes             | 153,742          |
| Sister Wives            | 105,572          |
| My Strange Addiction    | 75,167           |
| Police Women            | 58,731           |
| Bbq Pitmasters          | 45,750           |
| Hoarding: Burried Alive | 38,067           |



# E-Score Assessment

Buddy Valastro ranks 20<sup>th</sup> out of the 100 top “Lifestyle Hosts.” He ranks 9<sup>th</sup> in appeal, outranking Emeril Lagasse, Paula Deen, Gordon Ramsay, Mario Batali, Anthony Bourdain, and Wolfgang Puck...among others.

| Host                  | E-Score     | Awareness   | Appeal     |
|-----------------------|-------------|-------------|------------|
| Emeril Lagasse        | 93          | 44          | 59         |
| Paula Deen            | 93          | 50          | 57         |
| Rachael Ray           | 93          | 56          | 53         |
| Guy Fieri             | 91          | 41          | 56         |
| Giada De Laurentiis   | 88          | 25          | 64         |
| Alton Brown           | 87          | 28          | 64         |
| Jeff Corwin           | 87          | 24          | 57         |
| Bobby Flay            | 87          | 37          | 54         |
| Wolfgang Puck         | 83          | 32          | 40         |
| Mario Batali          | 78          | 23          | 48         |
| Mike Holmes           | 77          | 16          | 64         |
| Gordon Ramsay         | 77          | 40          | 42         |
| Duff Goldman          | 75          | 16          | 64         |
| Andrew Zimmern        | 75          | 17          | 63         |
| Tyler Florence        | 73          | 14          | 58         |
| Jamie Oliver          | 72          | 15          | 60         |
| Robert Irvine         | 72          | 13          | 53         |
| Cat Cora              | 72          | 12          | 53         |
| Brian Boitano         | 72          | 21          | 41         |
| Anthony Bourdain      | 71          | 26          | 46         |
| Marc Summers          | 71          | 16          | 40         |
| <b>Buddy Valastro</b> | <b>71</b>   | <b>14</b>   | <b>66</b>  |
| <b>BV Rank</b>        | <b>20th</b> | <b>21st</b> | <b>9th</b> |
| Masaharu Morimoto     | 70          | 10          | 72         |
| Tom Colicchio         | 70          | 10          | 70         |
| Michael Symon         | 69          | 10          | 61         |

Buddy’s awareness and appeal have built in the last two years thanks to his exposure on CAKE BOSS, NEXT GREAT BAKER and KITCHEN BOSS.

| Buddy Valastro E-Score | Before CAKE BOSS (12/19/09) | Current (9/22/11) | Change         |
|------------------------|-----------------------------|-------------------|----------------|
| <b>Total Awareness</b> | 7%                          | 14%               | <b>+7 pts</b>  |
| <b>Name Awareness</b>  | 1%                          | 7%                | <b>+6 pts</b>  |
| <b>Face Awareness</b>  | 13%                         | 22%               | <b>+9 pts</b>  |
| <b>Appeal</b>          | 52%                         | 66%               | <b>+14 pts</b> |

# Consumer Behavior



| CAKE BOSS Viewers Love to Bake...but not from scratch  | W18-49 Index |
|--|--------------|
| <b>Baking as an activity</b>   |              |
| CAKE BOSS viewers are more likely than the average person to have baked for fun in the last year | +98          |
| They are more likely to use dry cake mixes   | +23          |
| They are more likely to have used 4-6 dry cake mix packages in the last 30 days                  | +138         |
| They are more likely to have used 2 baking mix packages in the last 30 days                      | +66          |
| They are more likely to use baking mixes for cookies   | +89          |
| They are more likely to use baking mixes for muffins   | +51          |
| <b>Of the 3 Marquee Dry Cake Mixes...</b>  |              |
| CAKE BOSS viewers are more likely than the average person to use Pillsbury                       | +57          |
| They are more likely to use Duncan Hines   | +35          |
| They are more likely to use Betty Crocker  | +27          |
| <b>Types of Dry Cake Mix Used Most...</b>  |              |
| CAKE BOSS viewers are more likely than the average person to use Pillsbury Funfetti Cake         | +126         |
| They are more likely to use Pillsbury Moist Supreme Cakes  | +48          |
| They are more likely to use Duncan Hines Moist Deluxe  | +39          |
| They are more likely to use Betty Crocker Super Moist Cake                                       | +29          |
| <b>Types of Frosting Used Most...</b>  |              |
| CAKE BOSS viewers are more likely than the average person to use Betty Crocker Whipped frosting  | +126         |
| They are more likely to use Duncan Hines Creamy Homestyle  | +73          |
| They are more likely to use Betty Crocker Rich & Creamy  | +45          |
| <b>Types of Baking Mix Used Most...</b>  |              |
| CAKE BOSS viewers are more likely than the average person to use Betty Crocker Baking mix        | +84          |
| They are more likely to use Pillsbury Baking mix   | +82          |
| They are more likely to use Duncan Hines Baking mix  | +76          |
| They are more likely to use Jiffy Baking mix   | +36          |

Read As: "CAKE BOSS's W18-49 viewers are 98% more likely than the average person to have baked for fun in the last year."

**SIMMONS CONSUMER CHARACTERISTICS ASSESSMENT:** CAKE BOSS' Women 18-49 viewers clearly enjoy baking but appreciate the convenience and time savings offered by dry cake mixes and baking mixes for muffins and cookies. These viewers are more likely than the average person to use these types of products and also heavily over-index on all three marquee brands – PILLSBURY, DUNCAN HINES and BETTY CROCKER. Their affinity for PILLSBURY's Funfetti cake mix suggest that they like to have a little fun with their baking and might be more inclined to purchase kits that include easy to follow decorating elements. Additionally, they are also more likely than the average person to gravitate toward mixes that promise to deliver moist cakes.



# Consumer Behavior

| CAKE BOSS Viewers are Avid Shoppers...   | W18-49 Index |
|--|--------------|
| <b>Shopping as an activity</b>   |              |
| CAKE BOSS viewers are more likely than the average person to enjoy shopping even when they don't make a purchase | +85          |
| They are more likely to go shopping frequently   | +81          |
| They are more likely to spend long periods of time browsing  | +95          |
| They are more likely to prefer to shop with their friends  | 110          |
| They are more likely to buy things on the spur of the moment   | +129         |
| They are more likely to really enjoy any kind of shopping  | +133         |
| They are more likely to shop with their family   | +21          |
| They are more likely to enjoy shopping with their children   | +26          |
| They are more likely to admit that their kids have a significant impact on the brands purchased                  | +20          |
| <b>Marquee Discount/Department Stores...</b>   |              |
| CAKE BOSS viewers are more likely (than the average person) to have shopped at Kohl's in the last 3 months       | +70          |
| They are more likely to have shopped at Target in the last 3 months  | +46          |
| They are more likely to have shopped at Kmart in the last 3 months   | +27          |
| They are more likely to have shopped at Wal-mart in the last 3 months  | +11          |
| <b>Supermarkets/Food Stores...</b>   |              |
| CAKE BOSS viewers are more likely (than the average person) to have shopped at SuperTarget in the last 4 weeks   | +72          |
| They are more likely to have shopped at H.E.B. Pantry in the last 4 weeks  | +69          |
| They are more likely to have shopped at Shoprite in the last 4 weeks   | +50          |

Read As: "CAKE BOSS's W18-49 viewers are 85% more likely than the average person to enjoy shopping even when they don't make a purchase."

**SIMMONS CONSUMER CHARACTERISTICS ASSESSMENT:** CAKE BOSS' Women 18-49 viewers are avid shoppers and are more content (than the average person) to do so even if they don't make a purchase. Additionally, they prefer to shop with others, whether it is with friends, family, their kids, etc. It's also worth noting that these CAKE BOSS viewers are more apt than the average person to buy things on the spur of the moment. They also report that their children have a significant impact on the brands they purchase, more so than the average person, and they over-index at the marquee big box retailers (Target, Wal-Mart, K-Mart and Kohl's).

Source: Simmons Experian, Spring 2011 NCS Adult Survey, 6 month

## The Washington Post

Sunday, March 14, 2010  
Travel Section



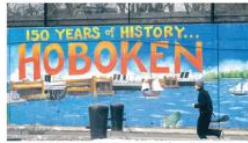
**OH, BEE-EYES** Frank Sinatra can still be seen — and heard — at Piro's.



**NO BUFFALO WINGS** In addition to its playlist, Piro's is known for its cheesesteak sandwiches. VIP customers have included singer Britney Spears and actor Danny Aiello.



**UPSCALE** The W is the only hotel in Hoboken and the only W in the state.



**ON THE WATERFRONT** No longer tumbledown, the shoreline offers a walkway, a gazebo and the best panorama of the Manhattan skyline. "We have awesome views," says Buddy Valastro.

# Hoboken

## takes the cake

He may bake up a storm on reality TV, but he's just a proud Jersey boy at heart

*An occasional series about people we like and the places they love.*

BY ANDREA SACES

Including by the line outside Carlo's City Hall Bake Shop in northern New Jersey — from the front door to the corner, then east toward the Hudson River — you'd think the Boss was inside. Given all the flashing cameras, the outstretched hands gripping autograph books and the sounds of excitement, you'd be right.

But don't be mistaken: This is the Boss of Hoboken, a.k.a. Buddy "Buddy" Valastro, the Italian American baker, cake decorator and cable TV star who plays with fondant and modeling chocolate, not a guitar and a backup band.

"We feel very lucky to have Buddy and Carlo's bakery," said Hoboken Mayor Dawn Zimmer, who can see the long queues and hear the screams from her office across the street. "Ho-

boken was known before, but now it's even more known."

To be sure, the Jersey city a river over from Manhattan maintains an impressive list of famous folks and firsts. Frank Sinatra and photographer Alfred Stieglitz were born here; the first electric train departed from here (driven by Thomas Edison, no less); and the zipper and ice cream are local inventions. Now add to that enter Valastro and his family's 100-year-old Italian bakery, which last spring went from hometown pastry shop to national sensation with the debut of the TLC reality show "Cake Boss."

"Frank Sinatra was their biggest," said Cecilia Ryan, a culinary school student who was trying out for a job at the bakery. "Now they have Cake!"

The show, whose third season starts airing May 31, shadows the pop-art dynamo as he constructs sculptural confections and the antics of his extended Italian family. And while Buddy and company are the main stars, they share the stage with Hoboken. More than just a backdrop, the city is integral to Valastro's narrative.

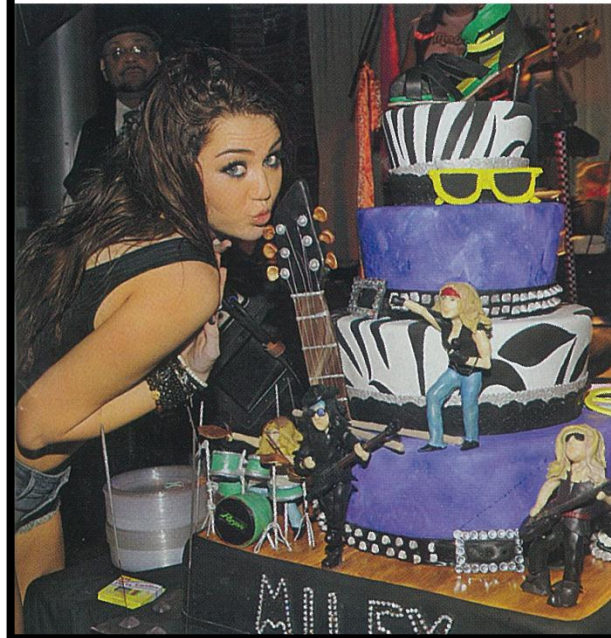
"I am really, really proud to say that I am from Hoboken," said the 33-year-old Valastro, who says he has made 3,000 to 4,000 people a week.

HOBOKEN CONTRIBUTED BY F4



PHOTOS BY HELENE LEONARDI FOR THE WASHINGTON POST

## Life & Style WEEKLY



### Miley's sweet 17

Following her Nov. 18 concert at New York's Nassau Coliseum, MILEY CYRUS celebrated her 17th birthday with a four-layered confection designed by TLC's Cake Boss, Buddy Valastro. "It was vanilla cake with vanilla icing, which is her favorite," Buddy tells *Life & Style*. "It had an '80s theme, so the fondant looked like acid wash. Miley loved it."

**THE WALL STREET JOURNAL.**  
**PERSONAL JOURNAL.**

The Cake Boss Throws A Bash for Kids and Adults  
**TUCKERS OF THE TRADE**

A local chain looks to lure families' cool crowd — on TV.  
 The winning training strategy behind the hottest team in the NFL — sports

© Copyright 2010, The Wall Street Journal. All Rights Reserved. Thursday, August 12, 2010

**Throwing a Party Where Adults and Kids Have Fun**




**Left:** Buddy Valastro, the 'Cake Boss,' is 39th in a list of 100 most famous bakers in the world. **Right:** Buddy Valastro, 38, is seen in his kitchen at his home in Neptune, N.J. He is seen in the background, wearing a white polo shirt and a white apron, standing behind a counter with various cakes and pastries. **Below:** Buddy Valastro, 38, is seen in his kitchen at his home in Neptune, N.J. He is seen in the background, wearing a white polo shirt and a white apron, standing behind a counter with various cakes and pastries.

**WEEKLY INTOUCH!**

**Cake Boss: MY FATHER WOULD BE PROUD!**

Superstar chef Buddy Valastro wishes his dad lived long enough to be a part of his amazing life

**F**ather's Day is always a bittersweet time for TLC's *Cake Boss* star Buddy Valastro. The proud papa of three children has a special way of celebrating the occasion: He bakes his father's favorite cake for him. Buddy Valastro, 38, is seen in his kitchen at his home in Neptune, N.J. He is seen in the background, wearing a white polo shirt and a white apron, standing behind a counter with various cakes and pastries.

**Buddy's an expert baker, too**  
 Counting himself to be a family man, the 38-year-old is being commended for his ability to bake. Buddy Valastro, 38, is seen in his kitchen at his home in Neptune, N.J. He is seen in the background, wearing a white polo shirt and a white apron, standing behind a counter with various cakes and pastries.

**It's a Baker's Day**  
 Buddy Valastro, 38, is seen in his kitchen at his home in Neptune, N.J. He is seen in the background, wearing a white polo shirt and a white apron, standing behind a counter with various cakes and pastries.

USA TODAY · THURSDAY, APRIL 8, 2010 · 3D

Television

**USA TODAY.**  
 A GANNETT COMPANY

**TLC banking on 'genuine' people**


Reality-driven lineup focuses on families, food and feuds



By Gary Levin  
 USA TODAY

TLC survived the highs — and lows — of *Trading Spaces* and *Jon & Kate Plus 8*. Now it's thriving without either show and preparing to launch high-profile series around two polarizing celebrities.

Tabloid sensation Kate Gosselin returns with the new *Twist of Kate* and specials that hark back to her old show. *Sarah Palin's Alaska*, an eight-episode travelogue/



By Scott Enlow, TLC

**19 Kids and Counting:** Michelle and Jim Bob Duggar of Arkansas have a houseful of children whose names all begin with the letter J.

## The Boston Globe

WEDNESDAY, NOVEMBER 10, 2010

### Baby, he was born to bake

Buddy Valastro of TLC is the Boss on his cooking tour

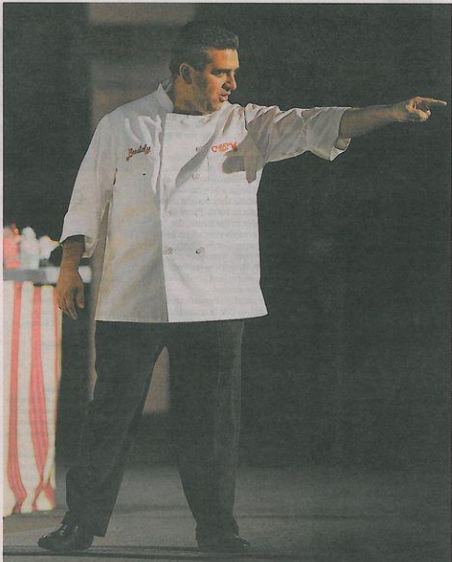
By Kathleen Pierce  
**L**OWELL. — To the kind of shrieks once reserved for rock stars, Buddy Valastro strides down the center aisle at the Lowell Memorial Auditorium. "Pour Some Sugar on Me" is blaring, and a 9-year-old girl tromps over my feet to hand-slap the Cake Boss.

From the mania ripping through the sold-out, 2,800-seat venue last Friday, you'd think the real Boss from New Jersey was in town. But this isn't "Darkness on the Edge of Town," it's "Bakin' With the Boss," a traveling show featuring reality TV's latest culinary sensation.

Valastro, 33, makes outrageous cakes at Carlo's City Hall Bake Shop in Hoboken, N.J., on TLC's runaway hit "Cake Boss." The show is filled with delivery mishaps and the frosting-covered foibles of his Italian family. Judging from the hundreds of prepubescent girls and adolescent boys in the crowd, the frosting-bag-wielding Valastro is the Mister Rogers or Captain Kangaroo of this generation. Yes, he can make sophisticated cakes, but his trademark is making edible motorcycles, guitars, Chinese takeout boxes, Hawaiian shirts — dreams you can eat.

Valastro is about to host a second TV show called "The Next Great Baker," premiering Dec. 5 on TLC, and has expanded his empire. He tells the crowd that he's leasing a 30,000-square-foot facility so he can ship cakes all over the world, and he's opening Sofia's Brick Oven Pizza, named for his daughter, in New Jersey. His cookbook, "Cake Boss: Stories and Recipes From Mia Famiglia," came out last week.

For two hours Valastro is a humble host, seeming sincere when he says, "It's rare that I'm speechless, but it's so touching to see so many families here tonight." Unlike other food TV stars who are snarky or over-the-top live, Valastro isn't slick or slapstick. He serves the mul-



PHOTOS BY MARK WILSON FOR THE BOSTON GLOBE

Buddy Valastro, known as the Cake Boss, chooses volunteers to try at decorating cupcakes during his live show recently at Lowell Memorial Auditorium. Below: Valastro picks a winner.



tigenerational crowd what they crave: a wholesome night of family values dusted in sugar. (The show, and Carlo's Bakery, are both family affairs — a blessing and a drawback for the TV star. Remigio "Remy" Gonzalez, Valastro's brother-in-law and one of his employees, is facing charges of sexually assaulting a 14-year-old.)

Audience participation eats up most of the show, and it would be entertaining to watch people slyly re-create their frosted flower cupcakes if Valastro had a better cameraman; jerky camera angles and out-of-focus shots are hard to stay with. But cooking stars are beginning to perform on stage, and some do it better than others. There's no one else from the "Cake Boss" show with Valastro, at times he could use a sidekick.

Like British TV chef Jamie Oliver, who has made it his mission to teach children where vegetables come from, Valastro might do the same for homemade pastries. "Does your mother bake cakes from scratch or out of a box," he asks the kids competing for best frosting design on stage. Most admit to the latter. "Oh, she cheats," he says.

Valastro dips into a serious monologue, spending an inordinate amount of time telling the crowd about his roots. He grew up the youngest in a family of four sisters. His father purchased the bakery in 1963 and Valastro took it over when Bartolo Valastro Sr. died of cancer: His son was 17. "I wasn't ready to take over the business," he says. But whenever a problem arose, "when I couldn't do it, my father would come to me in my dreams."

The baking superstar is living the American dream in his-def and by describing his rise from neighborhood baker to megastar in step-by-step detail, he's given bakers-in-training something to shoot for. When the microphones open, would-be pastry chefs ask him specifics: "What kind of icing bags do you use?"

Most keep it simple: "Can I get a hug?"

Streams of tweens in sneakers bound up to the stage to get an embrace from the Boss. It's very sweet.

Kathleen Pierce can be reached at [kmpierce@gmail.com](mailto:kmpierce@gmail.com).

## The New York Times

THE NEW YORK TIMES, SUNDAY, JANUARY 2, 2011

SUNDAY ROUTINE | BUDDY VALASTRO

### A Time for Gravy and Football

Bartolo Valastro, universally called Buddy, is a fourth-generation Italian baker whose Hoboken storefront, Carlo's, uses 1,000 pounds of sugar each week to produce 500 birthday cakes, 50 or 60 wedding cakes and the occasional life-size racecar framed in fondant. He stars as the "Cake Boss" on TLC and in a new spinoff, "Next Great Baker." Mr. Valastro, 33, also published a memoir studded with recipes, in November. He lives in East Hanover, N.J., with his wife, Lisa, and their children, 7-year-old Sophia; 6-year-old Buddy; and Marco, who is 3 (a fourth is due in February).



mother always used canned tomatoes. My wife jars her own.

**WHICH IS BETTER?** I ain't gonna lie. If you're used to something, sometimes that's the way it's supposed to be. If you use the fresh, sometimes it's harder to season.

**DESSERT FROM THE SHOP** I'll either bring something home Saturday night or sometimes I take a ride to the bakery and pick stuff up. I eat everything in the bakery. Pastrywise, I would say lobster tails, but there's nothing like a good piece of crumb cake. Sometimes you're in the mood for a



NOVEMBER 2010

Readers Digest .com

**FLOUR POWER**

His reality show **Cake Boss** is a hit, and so is his family's bakery—but times weren't always sweet. Here's how Buddy Valastro found inspiration when he needed it most.

BY BUDDY VALASTRO  
FROM CAKE BOSS

129

## Dining

The New York Times

FEED ME  
Alex Witchel

### A Cake Boss Easter Treat, Sugar-Free

JOSEPH BRIGHT FOR THE NEW YORK TIMES

COLD-CUT PIE Pizza Rustica at Carlo's Bakery, home of the Cake Boss.

### An Easter Treat From the Cake Boss

From First Dining Page

First, we sat in his office, drinking coffee. Mr. Valastro is alternately low-key and laser-focused. His television persona is all hugs and cupcakes, punctuated by strategically placed fits of temper. But in person, he is deliberate and systematic, thinking three steps ahead: If his eyebrow even lifts, there are plenty of staff members available to interpret his needs. An exacting bakery boss who is also a star who is also an entrepreneurial businessman is a dangerous person to disappoint.

His television shows aside, Mr. Valastro is in the midst of a major expansion, outfitting a factory in Jersey City so he can move the baking out of this building to make room for more customers; he can also increase his volume and sell his products nationally. He plans to move Fig d'Italia, the pizzeria owned by Lisa's father in Union, N.J., to a spot around the corner from Carlo's, augmenting the menu with family recipes of the sort he prepares on "Kitchen Boss." And on April 12, a Cake Boss café will open at Discovery Times Square, an exhibition space on West 44th Street.

JOSEPH BRIGHT FOR THE NEW YORK TIMES

Look! It's Buddy! Oh my God!" Cameras flashed, people applauded. "Buddy, how's your baby?"

"He's good," Mr. Valastro called. "Thanks for coming." The window closed.

Not for long, though; never for long. "Cake Boss," which debuted in 2009 (it is now seen in 160 countries), is a reality show that follows most days in the life of Mr. Valastro, a preternaturally talented baker, as he decorates 50 wedding cakes in a week (black stencils on white fondant, try that at home) or takes on challenges like replicating the Tuscan villa where Rachael Ray spent her honeymoon — in cake. He constructed a confectionery Sesame Street for its 40th anniversary, with all the characters sculptured out of modeling chocolate, and reproduced the Leaning Tower of Pisa as a 4½-foot-tall wedding cake.

Along with Mr. Valastro, a show biz natural with a personality that's winning without being cloying (at least most of the time), the consistent draw is his crew. This, as he says at the top of each show, consists of "mia famiglia." Thank the Lord family only louder: His four older sisters, who run

Continued on Page 3

POPULAR PLATES

# CHEF

PP

DELICIOUS & EASY RECIPES FROM SPECTACULAR CHEFS

2011 ANNUAL

## chefs' favorites

**Chefs reveal a few of their favorite things, from ingredients and purveyors to dishes and cookbooks**

**Chefs tend to have very strong opinions.** Strong likes. Strong dislikes. Here, we asked chefs from around the country—and beyond—to share a few of their favorites. Things like favorite ingredients and ingredient combinations, favorite cooking tools and techniques, favorite cookbooks, and favorite cooking tips. We find their answers—and their recipes—inspiring, and we hope you do, too.

**Gotta Love Grilling**

**BUDDY VALASTRO**  
*Chef/Owner, Carlo's Bake Shop, Hoboken, NJ*  
 Buddy Valastro, the star of *Cake Boss* and *Next Great Baker*, has gone savory: He's starring in a new, third show on TLC called *Kitchen Boss*. Buddy's a fourth-generation baker; he began working alongside his father in the family business, Carlo's Bakery, at the tender age of 11, and Buddy took over the daily operations when his father passed away just six years later. To make his bakery stand out, Buddy began creating designer cakes. Then he made several appearances on *Food Network Challenge*, and pretty soon he had his own TV show on TLC. **Favorite ingredients:** Garlic and olive oil make a great combo!

**BABY LAMB CHOPS WITH LEMON, GARLIC, AND ROSEMARY**

12 baby lamb rib chops, approx 2 pounds  
 Kosher salt  
 Strips of zest and juice from  
 1 lemon  
 4 cloves garlic, pressed  
 2 pinches red pepper flakes  
 1 teaspoon cracked black pepper  
 2 tablespoons chopped rosemary  
 4 tablespoons olive oil  
 2 lemons, cut in half across the equator

**Favorite food-and-wine travel destination:** Napa Valley was one of the greatest experiences ever!  
**Favorite chef, inspiration, teacher, or mentor:** My dad is by far my biggest inspiration.  
**Favorite kitchen tool:** The garlic press is a great tool!  
**Favorite thing about being a chef:** Feeding people and seeing them react.  
**Favorite things about being on cooking TV shows:** Meeting fans and showing people how simple cooking can be.  
**Favorite cooking technique:** Grilling is a great thing, especially in the summertime. Nothing like sitting outside with friends and family and barbecuing (see recipe).



**BUSINESS**  
THE UPROAR ON AIRPORT PAT-DOWNS

**SPORTS**  
EVOLUTION OF THE BIRDS' DEFENSE

**MAGAZINE**  
THE CAKE BOSS PUTS ON A SHOW

# The Philadelphia Inquirer

Thursday, Nov. 11, 2010 ★ Philadelphia Media Network ★ 75 cents

INSIDE

Comics ..... 6

SportsNow ..... 2

Television ..... 5

## Magazine

SECTION D

# LET HIM ICE CAKE



"Cake Boss" Buddy Valastro brings his "stupid cake show" to the Merriam and 1,800 fans frosted with bliss.



Jamie Johns (left) and Michelle Jacobs, both of York, Pa., snap photos about visiting Valastro's cake shop in North Jersey.



Invited onstage, Jamie Brandenburger, 14, of Riverton decorates a cupcake under the Cake Boss' tutelage.

David W. Warren / Staff Photographer  
Buddy Valastro, "The Cake Boss," greeted by adoring fans Monday at the Merriam Theater on his road tour.


By Amy S. Rosenberg  
PHOTOGRAPHERS: JEFFREY M. HARRIS

You could take all of the raw material from Monday night — half-hour backstage, three hours on stage, 13 cupcakes to decorate, one wedding cake, autograph signing until the stroke of midnight — and edit it down to 22 minutes. After all, the actual *Cake Boss* show does 90 hours of filming for each 22-minute episode, according to the boss himself.

But the 1,800 fans who filled the Merriam Theater for "Bakini' with the Boss" (a mansion as there was no baking, not a vat of fondant in sight, and a mere sampling of modeling chocolate. See "CAKE BOSS" on D4)

DECEMBER 2010 now! 12 ISSUES A Y

# BRIDES



**planning** EXPERT CHALLENGE

## HE TAKES THE CAKE!

Want knockout wedding tiers? Buddy Valastro's your guy. He's got a hit TLC show and a new memoir, *Cake Boss: Stories and Recipes From Mia Famiglia*. No surprise that he gladly accepted our challenge: Design a cake inspired by a couple's passions. —Barrie Gillies

| SHE LOVES        | HE LOVES      |
|------------------|---------------|
| Peach cobbler    | Indian art    |
| Victorian houses | San Francisco |
| Ranunculus       | Sailing       |

**Q** How did you turn these six eclectic interests into one cohesive cake?

**A** Mixing Victorian architecture with Indian art, initially, I thought that would be crazy. But once I started thinking about it and sketched out my ideas, it came together.

**Q** Walk us through the process.

**A** A Victorian look can be pretty but also heavy, so I made delicate accents with fondant, then applied them only to the bottom tier using buttercream. To symbolize San Francisco, I created graphic lines that mimic the Golden Gate Bridge. I found the Indian influence by using red for the scrollwork. Love flowers on wedding cakes, so I was thrilled that the bride has a thing for ranunculus. They grow naturally in that fabulous orange color. We made them from gum paste, and they really added a wow factor. And since the bride loves peach cobbler, I used that flavor for the filling.

**Q** How did you come up with the topper?

**A** That's where you can get a little whimsical. The groom loves sailing, and the sailboat topper adds a touch of fun. It's made from modeling chocolate, which means you can actually eat it!

**Q** Why do so many couples want a custom cake?

**A** Because it's an integral part of the overall wedding that should tell a story about them. I hope that on their day, this couple will look at the cake, smile, and say, "Remember the time we were in San Francisco...?"

**Q** You've got the show, the business, and these kids, and you've just come out with a memoir. How do you do it all?

**A** I'm wired to multitask. My father died when I was 17, and I took over the business he had built. I wrote the book—it's my dad's story as much as mine—to honor him. And yes, I have a crazy-busy life, and I work very hard. But I've got a huge family support system behind me, and at the end of the day, there's not a better feeling in the world than coming home to my wife and kids. I know I'm a lucky guy.

*Buddy gives a nautical nod to tying the knot*

*"(a Buddy basic)"*  
"At the baker's, taste the goods! Who wants a wedding cake that isn't delicious?"

PHOTOGRAPHS BY YUNHEE KIM

HOLIDAY 2010

# People EXTRA

## Christmas with the CAKE BOSS

December 25 is Buddy Valastro's busiest day: He doesn't take a break from work and he throws a big party for his family

*"Sailing is the sweetest thing I do—very motherly."*

*"Marco is outgoing," says Dad. "He cracks me up."*

*"The Valastro Christmas buffet? My wife pretenses and looks it out," says the baker.*

*"My favorite thing about the day is getting together as a big family."*

**B**uddy Valastro leaves no doubt about what he values most in life: Ask him what is the best part about the phenomenal success of his TLC show *Cake Boss*, and he says, "I love that it brings families together for a half-hour every week." Ask him what he wants for Christmas, and he'll tell you, without hesitation, "My favorite thing about the day is getting together as a big family."

Every year Valastro and his wife of nine years, Lisa, 30, treat their extended family—that's 30 to 40 siblings, cousins, nieces and nephews—to an Italian feast on Dec. 25. But first Valastro, 33, actually opens his Hoboken, N.J., store, Carlo's Bakery, because he doesn't want to

*"The kids help cook dinner."*

**the menu**  
A traditional 25-course Italian meal. Highlights include:

- ▶ Prime rib
- ▶ Lasagna
- ▶ Potato frittata
- ▶ Stuffed peppers
- ▶ Stuffed tomatoes
- ▶ Sauteed broccoli rabe
- ▶ Buschetta
- ▶ Roasted eggplant
- ▶ Artichoke bread

# EVERY DAY

with RACHAEL RAY

CELEB FRIDGE

IT'S OUR GOOD FOOD! April 2011

## Cake Boss Buddy Valastro

The secret ingredient in his happy life: family. The rest is just icing on the cake.

BY RACHAEL RAY | PHOTOGRAPH BY JESSICA ANTOLA



**RACHAEL RAY:** It looks like you've got a superhero assistant in the kitchen with you today!

**BUDDY VALASTRO:** Yeah, that's my 4-year-old son, Marco. He and my oldest son, Buddy, basically live in their Superman pjs.

**RR:** What are some of Superman's favorite foods? Is it the pigs in blankets, waffles or pancakes in your freezer?

**BV:** Marco eats just about everything. He's also a big pasta guy, and loves anything from our bakery, like chocolate chip cookies and cupcakes. My daughter, Sofia, is a good eater, but Buddy doesn't like veggies or anything. He's all about junk food.

**RR:** Do you have any advice for parents of picky eaters?

**BV:** I try to make eating fun for the kids. With Buddy I'll say, "This spinach is what makes Popeye strong," and then ask him to flex his muscles after he takes a bite. I also have the kids help me cook. If they make dinner, they'll be more motivated to eat it.

**RR:** Does your wife, Lisa, like to cook?

**BV:** Oh, my wife is a wonderful cook. She comes from a food-loving Italian family—her father owned a pizzeria! One of her signature dishes is her awesome veal osso buco. My favorite is her Sunday gravy, a really flavorful, meaty sauce. We often have whole-family dinners and she'll make a huge spread with pasta, meatballs, bresaola [Italian dried beef], that kind of stuff. She's a pro in the kitchen.

**RR:** Say the word, Buddy, and I'll be at your door next Sunday. Tell me, are you more comfy baking in your *Cake Boss* bakery or cooking on the set of *Kitchen Boss*?

**BV:** Filming *Kitchen Boss* is pretty fun, and I'm starting to get more comfortable doing it. But I have to say, Rachael, you're one of my idols as a cooking-show host, because we're the same type of cook. We didn't go to culinary school—we just grew up around great family and food, and learned from watching and doing. I want recipes to be relatable and accessible. I want somebody in Iowa to be able to go buy all the ingredients. Cook with your heart and good ingredients, and you'll be a success.

**RR:** Thanks, Buddy! We both had the best on-the-job training. So, I heard you're opening a pizzeria in Hoboken, New Jersey, this summer. Do you have a secret to your dough?

**BV:** We'll be using a special flour imported from Italy, but our secret is adding a bit of potato to the dough. We're calling the place Sofia's Brick Oven Pizza. I promised my daughter I'd name my first restaurant after her, but now the other kids are like, "Dad, what about us?" I'm gonna have to open four restaurants!

**RR:** Better get cracking! Okay, last question: If you could invite anyone to a family dinner, who would you invite and why?

**BV:** It would definitely be my father. He passed away when I was 17, and he was my best friend. Spending a little more time with him would be awesome. We'd probably laugh and eat for hours. That would be a good night.

### This made us laugh My Cake Disaster

Once we dropped five giant, decorated wedding cakes. They were totally destroyed. It took days and days to make them, and we had to rebuild them in five hours!

# CHICAGO SUN-TIMES

75¢ CITY & SUBURBS \$1.25 ELSEWHERE | LATE SPORTS FINAL | FRIDAY, NOVEMBER 12, 2010 | SUNTIMES.COM | LAST GASP? 65° 47' Page 34

FRIDAY, NOVEMBER 12, 2010  
CHICAGO SUN-TIMES | WEEKEND | 3

## speakingwith BUDDY VALASTRO

You may not immediately know the name Buddy Valastro, but mention the "Cake Boss" and recognition is almost instantaneous. The star of the hit TLC series that bears his famous moniker, Valastro has written his first book, *Cake Boss: Stories and Recipes from Mia Famiglio*, (\$25.99, Free Press). The book is his official homage to his family, and especially his late father, who crafted the family bakery business in New Jersey decades ago and who instilled a work ethic in his son that Valastro says is something he will pass on to his own children. The book contains 38 recipes, but it's the stories of Valastro's immigrant Italian-American family that make the book much more than just another celebrity chef how-to.

Valastro is in town this weekend for a book signing at Borders in Chicago today and an interactive stage show at the Genesee Theatre in Waukegan tonight.

**Question:** You could have written a fall-out cookbook, but your family's story is the crux of this book.

**Buddy Valastro:** I wanted people to read my family's story and be inspired by that. It's dedicated to my dad because I came to realize what a great man he was. I owe everything to him. The seeds of the work ethic that he planted in me make me what I am today. He lived the American dream; I'm extending it. I'm a pretty lucky guy.

**Q:** Do you think the book paints a whole different portrait of the Cake Boss?

**BV:** I wanted to put out the right message of who I am. I'm a good family man. I preach that if you want things in life and you work hard, you will get them.

**Q:** How did you start your love affair with making cakes?

**BV:** At a very young age. I knew I was gifted with cake decorating. I just started seeing visions of bigger and grander cakes. I would concentrate on making things that weren't supposed to be cakes.

**Q:** Is there a cake you can't make?

**BV:** There's no "can't." Determination is the key. Last week, I had to make a cake in the shape of a toilet bowl—that flushed. I had no idea how to make it, but I knew I wasn't gonna stop until I did it. And we did it. And it flushed.

**Q:** What's your all-time favorite cake?

**BV:** My father's cream puff cake.

**Q:** What's the most expensive cake you've made to date?

**BV:** The price was \$40,000, but I can't tell you who it was for. But look, you can come in and buy a \$3 cupcake or a half-sheet cake and it's made with the same love and dedication. It's all about making the customer happy.

**Q:** What's your signature recipe?

**BV:** I took my dad's recipes and changed a lot of them to make them my own. But if I had to pick one of the many that I created from scratch, I'd have to say I'm proud of my vanilla cake recipe.

Miriam Di Nunzio

• Buddy Valastro book signing, noon today, Borders, 150 N. State, (312) 606-0920. Live show, 7:30 tonight, Genesee Theatre, 202 N. Genesee St., Waukegan. Tickets, \$32.65-\$53.85. Call (847) 782-2366; genesee@theatre.com.





# Buddy Valastro

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