



# CHEESE CAKED



## Media Kit



## ABOUT US

**CheeseCaked specializes in turning your favorite desserts into amazing cheesecake flavors. We specialize in flavors such as Pecan Praline, Champagne, Salted Caramel, White Chocolate Raspberry Swirl, Vanilla Bean, Banana Pudding and many more.**

**It all started with grandma's sweet potato cheesecake and her secrets to successful baking. During those precious moments, Shawn Brown discovered her natural artistic ability to revitalize a simple cheesecake recipe. Thus forming CheeseCaked; a gourmet cheesecake boutique selling a variety of personal sized cheesecakes in an assortment of flavors.**

**CheeseCaked has added imagination and extra love from the generation of family recipes. Healthy eating is a big part of the CheeseCaked brand, which is why we are devoted to creating a variety of options for the weight-conscious customer.**

**Our intention is to create each skillfully hand-crafted cheesecake to be a unique special indulgence.**





**Shawn Brown was born and raised in Los Angeles, California. She is an experienced Baking Industry professional. Shawn is a single mother who has managed to turn many tragedies into triumph. A life-altering tragedy for Shawn happened in February, 1994. Shawn and her sister were hit head-on by a drunk driver who didn't want to wait at a train crossing so he barreled through an intersection into oncoming traffic and plowed into their car, hitting them head on. This man's decision severely injured her sister, caused Shawn to suffer massive head and body injuries knocking her unconscious and killing her ten-week old son, Jakori.**

**The majority of Shawn's injuries were head and face related and so extensive that the medical team asked her mother for her most recent picture so they could recreate her face.**

**Through all of this, Brown has always stayed positive and ambitious in hopes of one day fulfilling her life's dream of opening her own bakery, specializing in cheesecakes. Brown currently lives in Conyers, GA with her three amazing children and she is working hard to regain and reclaim the young woman she lost so many years ago. Although her life has been dealt more than its share of bitter tragedies, she is determined to have her children know that one can overcome life's most difficult lessons.**

**There's a lot of love in her kitchen, where she enjoys baking with her kids, Milan, Jaily, and Merritt, while teaching them the importance of family, achieving their dreams, entrepreneurship and finally fulfilling her passion of opening CheeseCaked.**



# SOME OF OUR FAVORITES



A few of our creations...

**OMG:** Our signature cheesecake crowned with brownies, caramel, pecans and whipped cream, hence the name "Oh My Goodness".

**Proud Mama:** The best of both worlds combining rich peanut butter and chocolate enriched with cheesecake and small chunks of peanut butter cups. Topped with whipped cream and a peanut butter cup.

**Mila Pie:** Our signature cheesecake surrounds cinnamon apples and a touch of caramel. Topped with a whipped topping.

**Hot Flash:** Delicious white chocolate signature cheesecake with a raspberry swirl. Topped with whipped topping.

**Pretty in Pink:** Our most refreshing flavor! Pink lemonade signature cheesecake. Topped with whipped topping.

**Key to the City:** Our signature cheesecake with the perfect key lime flavor. Topped with whipped topping.

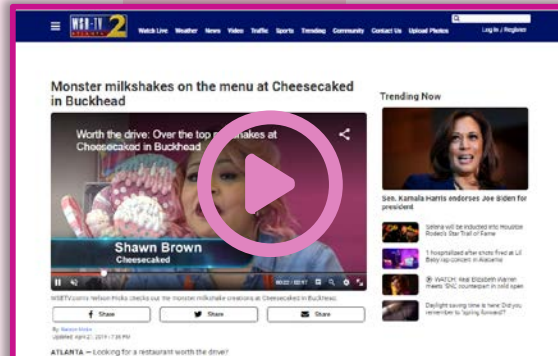




# OUR PRESS



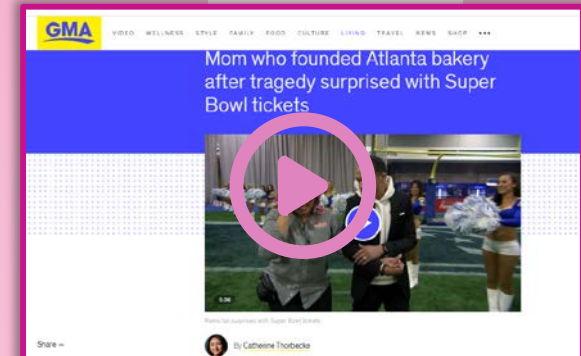
**Sister Circle: Cheesecaked Shake Down with Tiny + Tameka of Xscape - May 15, 2019**



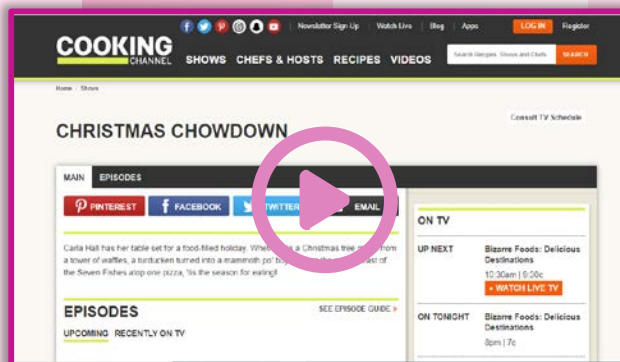
**Good Morning America: The 'Strahan & Sara' milkshake - April 30, 2019**

**Video: The 'Strahan & Sara' milkshake**

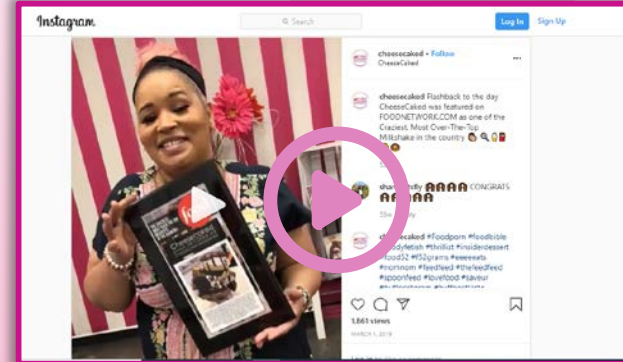
**WSB-TV Atlanta 2: Monster milkshakes on the menu at Cheesecaked in Buckhead - April 21, 2019**



**Good Morning America Spotlight: Mom who founded Atlanta bakery after tragedy surprised with Super Bowl tickets - Feb. 1, 2019**



**Fox 5 Atlanta: Atlanta baker creates 'sweet' life after tragedy - Feb. 28, 2018**

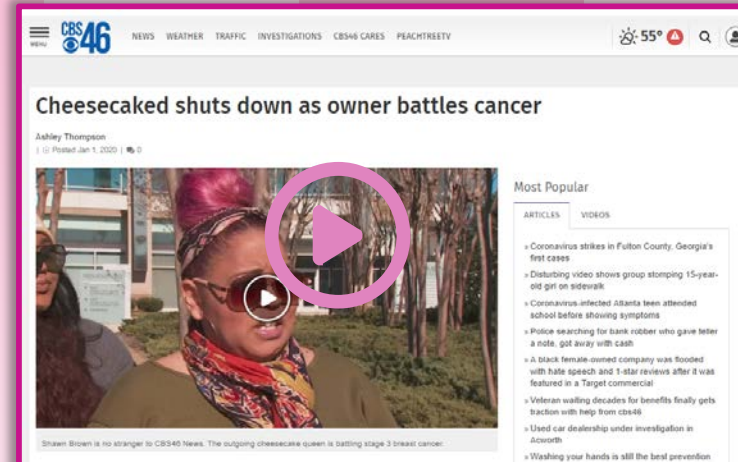


**Atlanta baker creates 'sweet' life after tragedy**

**Additional accolades:**

**Food Network recently awarded the shop as having the most over-the-top milkshakes in the country -**

## OUR PRESS





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## Contact Info

Shawn Brown



(702) 426-9200



[info@cheesecaked.com](mailto:info@cheesecaked.com)



[@cheesecaked](https://www.facebook.com/cheesecaked)



[@cheesecaked](https://www.instagram.com/cheesecaked)



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