The Culinary Showcase Stage will come alive when the vibrant Brooklyn Baking Barons step up to provide a glimpse into their journey and their recipes during the 43rd Annual Ocean City Spring Trade Expo. Creators of the Honey Whiskey Cake, Tony Lanuza and Chris Poeschl, will share their stories and baking tips as they describe this culinary adventure. Oozing with sweetness, their cake has been compared to the Caribbean’s Rum Tortuga Cake.

The journey began when great friends, great wine and a good menu prompted friends to encourage Tony and Chris to sell their delectable dishes. As their minds began moving, soon the mission became to share all things delicious. The next step was booking tickets with the foodie talk show, *The Chew*, where they planned to roll out the revolutionary marketing plan for the new business. When Co-host Mario Batali tasted the cake, he couldn’t resist helping to put them on the culinary map.

Soon after*, The Chew* co-host Daphne Oz shared the cakes with another television personality, Ree Drummond of Food Network’s *The Pioneer Woman*. Drummond went on to select Honey Whiskey Cake as one of her “Gifts for Foodies” in the Dec. 7, 2015 issue of *People* magazine.

With the publicity from *People* and subsequent online buzz, the Barons got so busy, they needed to hire 15 part-time staffers, to help bake and ship nearly 3,000 mail orders through the 2015 holiday season.

Michele Obama has enjoyed their cakes aboard Air Force One, thanks to a friend who works as a makeup artist for the First Lady, and Oprah has sampled them as part of her famous annual “Favorite Things” collection.

They have been featured in: People Magazine, Coastal Style Magazine, Forbes Magazine, HGTV, Huffington Post, Jarry Magazine, Live with Kelly and Michael, NBC 4 New York, Robb Report Magazine, The Chew, and also The View.

While the Honey Whiskey Cake put them on the map, it isn’t their only product. “Cake is just the beginning of us,” Chris said. “We’ve come up with a lot of great partnerships with different companies around the country. We want this to become a lifestyle brand. This cake is getting us into everybody’s home, and now we want to stay there.” Their goal is simple; they want to bring flavor and joy into people’s lives through their food.

Look for the Brooklyn Baking Barons on the Culinary Showcase Stage on Sunday, March 5th at noon in the Ocean City Convention Center. To attend the Expo, you must either exhibit or be a qualified attendee. For complete Expo information, check out [www.oceancitytradeexpo.com](http://www.oceancitytradeexpo.com) or call 1-800-626-2326, ext 2.

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