

For Immediate Release

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--Buffalo, NY

[Feed Your Soul](#)--the company behind the sold-out success of the summer, [Nickel City Chef](#)--is proud to present Western New York with a competition that may be even sweeter!

Nickel City Cake Challenge is a one-time event taking place on Saturday, February 13th, 2010 from 1 - 3:30 p.m. This challenge is a live, head-to-head cake decorating competition featuring three of Western New York's most creative cake artists. Those decorators include: **Tony Concialdi** of [Panaro's](#), **Zilly Rosen** of [Zillycakes](#) and **Susan Spider** of [Pumpnick n' Pastry Shop](#). In just two hours, each of the cake decorators will attempt to complete a cake that meets specific criteria and is in keeping with the theme "Wedding in Buffalo".

The competition will be held at [Artisan Kitchens & Baths](#), home of the Nickel City Chef series. In Artisan's stunning, loft showroom, each artist and their assistant will work from one of Artisan's three \$100,000 kitchens in front of a panel of professional judges and a live audience.

In addition to the exciting live competition, guests will have the opportunity to snack from our **custom hot chocolate bar** and **confectionery station**, sample sweets from our partners [Lake Effect Ice Cream](#) and [Niagara Popcorn](#), view cake **decorating demonstrations** and vote for their favorite cake from the day's amateur entries.

Tickets for this exciting event go on sale this Friday, January 13th, 2010. The are \$20 each and can only be purchased in person (cash only) at Artisan Kitchens & Baths.

Nickel City Cake Challenge is a **Feed Your Soul** production. **Feed Your Soul** is a company dedicated to developing and executing both private and public events focused on the food and agriculture of Western New York. **Feed Your Soul** was founded on the firm belief that agritourism and culinary tourism should not only be a major aspect of living and traveling in WNY, but are a fundamental component to Buffalo's renaissance.