



RENAISSANCE.
HOLLYWOOD HOTEL

**RENAISSANCE HOLLYWOOD HOTEL & SPA HOLDS
THE NESQUIK CUPCAKE CHALLENGE**

Southern California's best bakeries will compete in a cupcake bake off

Hollywood, Calif. – Victory will never taste sweeter than at The Nestle Cupcake Challenge. Sponsored by the Renaissance Hollywood Hotel, the Cupcake Challenge will take place Sunday, March 29 from 1-4 p.m. at the Renaissance Hotel at Hollywood and Highland.

“Cupcakes are everyone’s favorite these days,” explains Dan Shaughnessy Director of Sales and Marketing. “They’ve transitioned from five year-old birthday parties to a gourmet experience. My personal favorite is Peanut Butter and Jelly. I love the contrast of sweet with salty. But this year's challenge could bring a new favorite, like our hotel's entry of a lemon chiffon cupcake with blueberry compote and mascarpone icing.”

Dozens of Southern California’s top bakers will show off their best traditional and most original cupcakes to determine who is best. Pineapple upside down, peanut butter and jelly and sweet potato pie are just some of the entries event goers can taste and then judge. At the end of the day only one bakery will come out on top.

Tickets for The Nesquik Cupcake Challenge will be \$40 and can be purchased at www.drinkeatplay.com/cupcakechallenge. Among the bakeries competing will be LA favorites Susie Cakes, Hotcakes, The Oinkster, Buttercake and new additions to the competition including Polkatots, Cake Bake Shop, French's Delilah Bakery, Blue Cupcake, Little Laura's Sweets, Cuppielove, Kiss My Bundt, and Pacific Whey. A full list of participating restaurants can be viewed on the website.

The Renaissance Hollywood Hotel & Spa, located at Hollywood & Highland Center, a shopping and entertainment mecca and home to the Academy Awards® ceremonies, offers 632 distinctive guest rooms, 33 suites, and the unforgettable 3,500 square foot Panorama Suite. Awarded the ENERGY STAR® Label from the EPA in 2008, the property is well known as being a favorite of major production companies and business travelers alike, the Renaissance Hollywood Hotel & Spa embodies modern luxury accented by classic Hollywood charm, featuring the distinctive restaurant *Twist*, an outdoor pool overlooking the Hollywood Sign, world-class fitness center, and outstanding service savvy travelers have come to expect from the Renaissance brand name. Renaissance Hollywood Hotel & Spa, 1755 N. Highland Ave, Hollywood, CA 90028, (323) 856-1200, www.renaissancehollywood.com.

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