



## Your Child Today Holiday Feature

By YCT Staff



## Are You Looking for that Special Cookie?

**A**re you looking for that special item/treat for your next occasion? We as parents always want our children's birthday party to be special. We want to do those little extras that make the party memorable. I walked into my wife's work and I saw specialty cookies, they were very different than the standard pre-fab holiday cookies that I am used to seeing, so I asked my wife about the cookies and the person that had created such a unique and tasty treat. My wife said the Owner (Kate) is so nice and personable. So I thought this would make a great local story that the readers might enjoy reading about.

The name of her company is derived from her niece Kerry. At a very young age she could not pronounce "Kate" so she suitably named her "Aunt Cake" and from there the story begins. "I always baked as a child and did so for my friends and family" said Kate.

Last spring Kate's brother asked her to ship out cookies for her daughter's birthday themed tea party. She shipped off teapot & teacup cookies, which were a big hit as Her brother told her that a lot of the parents wanted to utilize her for future parties, that the cookies were much better than their local bakery. Kate's father was instrumental part of Kate's new start up company. Kate was the baker and her dad was the photographer. Kate actually thought taking her own pictures of the cookies was more work than baking them. Her dad really encouraged Kate; he always knew she would be successful in her new venture. Unexpectedly, her father passed away. Shortly after his passing, Kate was in his office and found a photo album of her cookies that her father was working on, at that point Kate was determined to finish what her and her father started.

To help her mother in her new life transition, Kate

quit her job and moved to Mantoloking, NJ to start her new company full time. The cookies actually were a great healing source for the two of them. They thought what a better way to make them feel better than to bake and be at the Jersey Shore.

One day Kate was shopping in her favorite clothing boutique, The Bee in Bay head, NJ and mentioned her cookies to the owner. Kim (The Owner of the BEE) offered her a fabulous opportunity to showcase her cookies at her store. It was truly remarkable the tremendous response she received and great support from her staff and their customers. Aunt Cakes Cookies are now in numerous gift and gourmet stores, as well as catering to event planners to many prestigious golf courses and private clientele. The company has also expanded to shipping nationwide. Kate states "I have been very blessed with my success and growth of my company due to the constant support from my loving husband, family, friends and my special guardian angel my dad."

We sat down with Kate to ask her some more questions about these one of a kind cookies.

**YCT**-What is a special cookie that you can recommend for my Child's party?

**Kate**-I always begin with the question is there a theme to the party? If the answer is yes would you want a favor to be part of the theme? If so then the question is answered. If not then I suggest that the child/parent choose something that will automatically bring a smile to their face and what will help celebrate their happy day.

**YCT**- I want a special cookie, but I don't know exactly what I am looking for?

**Kate**- The first question is what is their favorite thing, sport, hobby, television show, food, etc? After the question is answered this will usually open up a conversation between the client and me, we will come up with a creative concept for the cookie theme.

**YCT**- What is some of the feedback that you have received from local families about your special cookies?

**Kate**- Here are a few testimonials that I have received from families:

The cookies are amazing. I won't lie. I cannot enjoy them as my teeth are still sore, but Heather and Steve said they are the best cookies they ever had, and I am serious about this.

Warmest Regards,

**Dora**

The cookies were a smash, not only did they look spectacular they tasted even better.

I will be using you again and soon!

Thank you.

**Sadie**

Your cookies were simply incredible, beautiful and delicious! You truly helped in making the party very special.

Regards

**Monica**

**YCT**- Do you use any special ingredients?

**Kate**-My only special ingredient is love ...I love to bake and from that labor of love, I only use the best whole ingredients and the cookies are handmade from scratch and only made to order to ensure freshness.

**YCT**- What is the turnaround time for order cookies?

**Kate**-For large orders of more than 50 cookies I would like at least 10 days notice. However, I always encourage my clients to always call me even if its last minute as I will always try to accommodate them if possible.

**YCT**-Do you bake anything besides cookies?

**Kate**-Yes I love to make my delicious cupcakes from many of my numerous recipes. I have a lot of adorable and beautiful ideas for your special occasions.

**YCT**-What is the typical cost for specialty cookie favor?

**Kate**- The cost ranges from \$3.50-\$6.50; however they can run more or less depending upon the request, detail and size of the cookie. The cost of my cookie platters is \$14.99 per lb and they approximately have 15-18 smaller cookies.



Elegant and cute hand crafted delicious cookie favors to make your event extra special and long remembered. These are custom and homemade to order and can be created to match your event color scheme and/or theme.

Choose from the many cookie shapes and favor designs or request a custom favor, designed especially for your event. I offer a huge array of ideas and options upon request for your special event. We also offer cookie platters, cookie baskets, cookie wreaths, gift boxes, gift certificates, cupcakes and other gift ideas.

### Popular Themed Cookie Parties

#### Baseball

Cindy called me to help her figure out what type of cookie to provide at her son's fifth birthday. She told me how much he loves to play baseball as well as watch the "big boys" play on TV. She really made the decision herself when I said what about baseball cookies.....



#### Pirate



Lily's grandmother called me and asked me to make cookies for a princess pirate themed birthday party. I thought that the face of a pirate would be great for the boys and a crown cookie for the girls. All pirates and princesses were thrilled.

#### Fashion Cookies

Susan wanted to have a different type of party for her daughter's party. She told me Tiffany's favorite thing to do is play dress up. I quickly thought of a purse, lipstick & shoe cookie. While the cookies were being handed out the girls at the party did their own makeup and then had their own fashion show.



To Order Cookies  
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Kate Costella  
(973) 216-8151  
anthonykate@verizon.net



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