

Pop up cakes at Pout event this weekend



A pop-up cake boutique called Cake-Cetera is appearing at Pout Edinburgh which takes place at The Corn Exchange this weekend 21 – 22 September 2013.

A leading Scottish entrepreneur is bringing her pop-up cake boutique to Pout Edinburgh event this weekend.

Pauline Quigley, founder of Cake-Cetera, will be joining Carol Smillie and a host of businesses at the ladies lifestyle show.

The pop-up shop will have samples of the company's signature products including unique cake-bouquets and push-pops, the next generation of cup-cakes.

Hamilton-based Cake-Cetera was established in 2011 and has since gone from strength to strength expanding its national footprint.

Pauline said: "We're delighted to be attending the Pout Edinburgh event this weekend. We're joining a number of exciting pop-up shops, beauty stalls and champagne bars to bring the ladies coming along a slice of something different.

"This is a very exciting time for the business. We are working hard to put Cake-Cetera on the map.

"We've developed a number of delicious products including our floral bouquets which have been a big hit with our customer-base throughout Scotland. Presented in a ceramic pot, the bouquets are artfully decorated cupcakes, entwined with chocolate leaves.

"Pout Edinburgh is a great girly day out and the perfect way

to come and check out some of our delicious products.”

Pout Edinburgh is in its second year and the event is taking place on 21 and 22 September at the Corn Exchange in the capital.

Aimed at aspirational women, the show will bring a mix of fashion, beauty and leisure to Edinburgh and the surrounding areas.

Amanda Wrathall, sales and marketing manager at Pout Edinburgh, said:- “The last Pout Edinburgh event was a huge success and we’re thrilled to welcome Cake-Cetera this year.

“We’re confident that the ladies attending will enjoy all of the delicious products that Pauline and her team are bringing to the event.

“The ladies lifestyle show is a perfect way for Scottish business people to showcase their products to their target audience.”

Photo courtesy of Alasdair Watson photography