

RW Delights, Inc.



Background:

What happens when two moms, family friends since childhood, discover they share a passion for chocolate and a similar ambition to start a business? They put their heads together and, using years of business experience, develop a company to share with others their love and excitement for unique chocolate desserts. The name: RW Delights Inc., a new small business started by Roxanne Kam and Wendy Friedmann. Their first product: The “Heavenly Soufflé”. This melt-in-your-mouth dessert is an individual chocolate soufflé, sold frozen, in reusable white ceramic ramekins. (Yes, you get to keep the ramekin for which people are finding many uses.) Just pop the ramekin into your oven for 18 minutes and a perfect soufflé is ready to serve on your table. No fuss, no mess look like a gourmet chef.

The company first started in Michigan where Roxanne’s husband had been transferred. Roxanne had been a Controller in New York for many years and decided to use this change in lifestyle to follow her dream. With a love of chocolate and a recipe her friends raved about, Roxanne decided it was time to start her business. Business was just taking off when Roxanne’s husband accepted a transfer back to the New York area. Not wanting to forego her dream, Roxanne figured she would move forward as planned back on the East Coast.

Knowing Wendy’s extensive sales and marketing background as well as her shared passion for chocolate, Roxanne suggested they form a partnership - a continuation of a relationship that started so many years ago as they watched their mother’s successfully juggle careers and family.

In January 2006, RW Delights was born. The reaction has been overwhelming and the feedback from everyone, including industry executives has been incredible. Upon tasting the soufflé, Katherine Gregory, Founder/Director of Mi Kitchen es su Kitchen (an incubator kitchen in Long Island City) said, **“Can I tell you how much I love it!!! Delicious, delightful, intense, fluffy, perfect!!!”** Peter Brennan, President of Daymon Worldwide Inc (the nation’s leader in corporate brand development for the food industry) said **“The soufflé was beyond good, it was great”**.

Heavenly Soufflés debut was at Jackie Gordon’s Divalicious Chocolate Café in Nolita. They have now expanded in Manhattan, Westchester, Brooklyn, Long Island and New Jersey, as well as online. Look for Heavenly Soufflés as well as future RW Delight’s creations in a store near you.

Visit our website at www.heavenlysouffle.com or contact Roxanne Kam at 586-945-6963 and Wendy Friedmann at 917-301-5231 or toll free 866-892-1096 **Open, Bake, Indulge!**