



MEDIA KIT

Custom Cakes By Carmen LLC

press & media kit

A third-generation family baking tradition,
made into a modern gourmet dessert
brand from Braselton, Georgia — led by the
Triple Chocolate Gourmet Cake Mix.



BRAND OVERVIEW

Who we are

Brand

Custom Cakes By
Carmen LLC

Founder

Carmen Waugh, third-
generation baker

Headquarters

Braselton, Georgia

Hero product

Triple Chocolate
Gourmet Cake Mix

Availability

Shipped nationwide
through Goldbelly

Certifications

WBENC Certified · The
SHE Mark

Boilerplate

Custom Cakes By Carmen LLC is a gourmet dessert brand from Braselton, Georgia, built on three generations of family baking. Founder Carmen Waugh took the handwritten recipes of her grandmother, Mamaw Lottie, and refined them into packaged gourmet products led by the Triple Chocolate Gourmet Cake Mix — a retail product that lets home bakers recreate a premium, scratch-quality cake in their own kitchens. The brand is WBENC certified and ships nationwide through Goldbelly.

FOUNDER STORY

Carmen Waugh, third generation

The recipe box begins with Carmen's great-grandmother — handwritten cards measured in pinches and handfuls, written to be remembered rather than scaled.

Her grandmother, Mamaw Lottie, made those recipes a ritual: chocolate cake for Sundays, caramel for holidays, red velvet for every homecoming.

Carmen is the third generation. She tested, measured and refined the family's recipes until they held their quality outside a family kitchen — then packaged the result as the Triple Chocolate Gourmet Cake Mix, so anyone can bring that tradition into their own kitchen.

That is the brand's whole idea: heritage you can bake at home.



HERO PRODUCT

Triple Chocolate Gourmet Cake Mix

Three layers of chocolate in one pouch: Dutch-process cocoa, real semi-sweet chocolate chips and a deep fudge crumb. Add eggs, oil and water for a scratch-quality cake at home. Available now and shipped nationwide through Goldbelly.

A family recipe, not a commodity mix

The formula is Mamaw Lottie's Sunday chocolate cake, measured and tested by Carmen until it bakes the same in any kitchen.

Three layers of chocolate

Dutch-process cocoa, real semi-sweet chocolate chips and a deep fudge crumb in a single pouch.

Scratch quality, weeknight simple

You add eggs, oil and water. Two 8-inch layers bake in about 30 minutes.

Built for gifting and retail

Pouch packaging in the brand's pink-and-silver identity, sized for gift boxes, retail shelves and corporate programs.



FOR PRODUCERS & EDITORS

Media & TV angles

Holiday Baking Made Easy With Gourmet Cake Mix

A live segment showing how one pouch becomes a holiday-worthy layer cake in under an hour.

From Family Recipe to Gourmet Retail Product

How a handwritten recipe box in rural Georgia became a packaged product shipping to all 50 states.

How to Turn Cake Mix Into an Elevated Holiday Dessert

Simple upgrades — layering, filling, drip finishes and plating — demonstrated on camera.

Easy Holiday Entertaining With Gourmet Cake Mix

Make-ahead desserts for hosting: cupcakes, mini loaves and sheet cakes from one mix.

Decorating & Presentation Ideas for Holiday Desserts

Dessert-table styling in the brand's pink, white and silver palette.

Third-Generation Baking Meets Modern Convenience

Carmen on heritage, entrepreneurship and building a certified women-owned food brand.

A strong fit for

MORNING SHOWS

HOLIDAY PROGRAMMING

FOOD SEGMENTS

LIFESTYLE TELEVISION

ENTREPRENEURSHIP SEGMENTS

LOCAL TELEVISION

PODCASTS

DIGITAL MEDIA

FOOD PUBLICATIONS

ALSO FROM THE BRAND

Gourmet Cakies™

Distinct from the Gourmet Cake Mix. The Gourmet Cakie™ is a finished, individually wrapped baked good — thicker than a cookie, softer than a cake — available now in Triple Chocolate, Salted Caramel, Reese's® Peanut Butter and Red Velvet. The Gourmet Cake Mix remains the brand's hero retail product.



Press coverage

GCPR HQ — Founder Spotlight: Custom Cakes By Carmen

gcprhq.com/gcpr/news/founder-spotlight-custom-cakes-by-carmen

Carmel-Byrthe Herald — Third-generation baker Carmen Waugh transforms family recipes into a growing gourmet dessert brand

cbherald.com/...

CONTACT

Media & partnership inquiries

For media, PR, press, collaboration and partnership opportunities — including interviews, samples, founder bio, segment planning, high-resolution imagery and wholesale discussions:

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General inquiries

For all other questions — orders, customer service, general brand information or direct messages to the owner:

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