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Vancouver Island Entrepreneur's Product Featured on NBC's TODAY show

Today, InstaCake Cards, a deliciously new concept in greeting cards created by Vancouver Island entrepreneur Sarah Neal, was introduced to 7.3 million North American viewers on the TODAY show on NBC.

InstaCake Cards deliver sweet birthday, congratulations, or holiday wishes plus everything needed to make a celebration cake in minutes and share it with the world. All you need is a microwave and 4T of water!

Featured on TODAY's "Why Didn't I Think of That?" segment, the unique product caught the eye of NBC at a New York stationery show and contacted Neal directly. "We were thrilled to get the call and have been very encouraged by the positive response we're receiving from retailers and consumers on our product," says Neal.

InstaCake Cards appeal to everyone from millennials to boomers says Neal, because it's a complete celebration in a greeting card. "With a regular card, the experience is shared only between the sender and receiver. Now when someone gets an InstaCake card, they make the cake, blow out the candle and capture the photo-worthy moment to share with family and friends on their social media network and at #instacakecards."

The vanilla confetti cake with vanilla frosting is made of high quality ingredients at a production facility on mid-Vancouver Island. "It was important that this cake taste great so we make it with real eggs, sugar, butter and Madagascar vanilla. It's light, fluffy and flavourful!" adds Neal.

Bringing this product to the shelves has been a two-year labour of love for Neal who has a background in Food Science. "When we moved from the UK to Canada, I tried sending birthday cakes overseas – tricky to package so that it arrived intact and ridiculously expensive to mail. And a card alone just didn't seem like enough."



Now with InstaCake Cards taking off across North America, consumers are keen to take their greeting cards from ho-hum to oh-yum!

For photos and to order cards visit www.instacakecards.com

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