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bakepedia
The Baker's Resource®



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Cookbook Author Dédé Wilson Announces Launch of Bakepedia – The Baker's Resource®

Author of multiple best-selling cookbooks announces new website resource for baking and dessert recipes, tips and tricks, and a baking encyclopedia.

August 14, 2013 – Dédé Wilson, best-selling author of 14 baking cookbooks, television personality, spokesperson and contributing editor to *Bon Appetit* magazine, has announced the launch of her new website Bakepedia – The Baker's Resource® www.bakepedia.com.

"We are building the most accessible and reliable resource for baking and dessert-related content. Bakepedia is a professional source with a best-friend-in-the-kitchen feel, where we provide an engaging atmosphere for avid home bakers of all levels. Recipes developed in our own Test Kitchen will be at our core, as well as our expert tips and a multi-media encyclopedia," said Ms. Wilson, founder.

Simple site navigation and search tools allow users to discover recipes for classic dishes and new renditions, to learn tips used by professional bakers and food stylists, and to educate themselves about various ingredients, techniques, and more. From beginner advice, like how to choose measuring tools, to a variety of baking projects that challenge home bakers, Bakepedia provides highly detailed information to emphasize its mission of "Helping Bakers Succeed."

Currently in beta, Bakepedia plans to increase functionality and unveil new features later this year, including the ability for users to create their own accounts, save recipes and add their own to the Bakepedia community, and interact with editors that have decades of baking experience to share.

Ms. Wilson views www.bakepedia.com as a co-creation between the Bakepedia team and its community. We welcome any and all feedback about the new website.

About Dédé Wilson

Dédé Wilson is a Contributing Editor to *Bon Appétit* magazine and the author of 14 books specializing in baking. She is also a Special Contributor to TheDailyMeal.com, where she focuses on holiday dessert content. Dédé hosted two nationally syndicated public television series, has presented food segments on national television shows such as TODAY and Dr. Oz, and has appeared on CNN, Food Network, HGTV, FOX News, The Weather Channel and the Discovery Channel. She has worked professionally for more than 28 years as a restaurant chef, bakery owner, caterer, recipe developer, radio talk-show host, and corporate spokesperson for companies such as KitchenAid and Driscoll's.

About Bakepedia

Founded in August 2013, Bakepedia's mission is to empower home bakers by providing them with a comprehensive resource, open dialogue with experts in the field, and a welcoming community that encourages creativity. Bakepedia is privately held and is based in Massachusetts, with team members in Amherst, Boston, and Hartford, CT.