

## Lt. Governor Kim Guadagno and New Jersey's Own Cake Boss Buddy Valastro Tour New Red Bank Location Of Carlo's Bakery

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### *Famous Family Bakery's Investment And Expansion In New Jersey Highlights Improved Business Climate*

**Trenton, NJ** – Lt. Governor Kim Guadagno today joined entrepreneur and reality-television celebrity Buddy Valastro, the Cake Boss, on a tour of his family's fourth and largest bakery store to-date, which recently opened to much fanfare in Red Bank, New Jersey. Carlo's Bakery is known for its quality wedding cakes, specialty cakes and baked goods. The Red Bank store joins three other established locations of the famous bakery in Hoboken, Ridgewood and Westfield.

"The Christie Administration is committed to cultivating a climate that encourages businesses of all shapes and sizes to invest in this state," said Lt. Governor Guadagno. "The Valastro Family's thriving bakeries and their continued growth here sends a clear message that our efforts are netting positive results. I am proud to meet Buddy's new employees and see this wonderful addition to their family."

Buddy Valastro, who was born in Little Ferry, his family and their bakery business star in the hit television series "Cake Boss," which is currently airing its sixth season on the TLC network as well as the show "Next Great Baker." Carlo's Bakery was originally opened by Carlo Guastaffero in 1910 and was acquired by Bartolo Valastro Sr. in 1964. The Valastro Family, along with their experienced bakers and staff of close to 450 staff, continue and expand upon Bartolo Sr.'s dream and have seen in flourish.

"After years of growth, we are proud to realize this fourth location and open our doors in Red Bank," said Buddy Valastro, who is an accomplished fourth generation baker born into the business owned and operated by his parents. "My family is grateful for the support that we received from the people of this state and we are also proud to be an employer of some pretty fantastic and talented individuals. We look forward to more expansion and growth in New Jersey."

With products made from scratch and with a reputation of maintaining a phenomenal old world taste, Buddy's cake designs have earned appearances on numerous media outlets, including multiple appearances on the Food Network, The Rachael Ray Show, Good Morning America and The Today Show.

Individuals interested in seeing the open kitchen, satisfying a sweet tooth, ordering a cake, taking a cake decorating class or utilizing the birthday party room, can visit the Red Bank location at 86 Broad Street or by visiting Carlo's Bakery website at [www.carlosbakery.com](http://www.carlosbakery.com).

Businesses considering a move to New Jersey or in need of assistance are encouraged to call New Jersey's Business Action Center at (866) 534-7789 or visit the State's Business Portal at [www.newjerseybusiness.gov](http://www.newjerseybusiness.gov).

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