

# Retail Bakers of America

## Press Release

### CONTACT:

RETAIL BAKERS OF AMERICA | 800.638.0924 | Info@RetailBakersofAmerica.org  
15941 S. Harlem Avenue, #347, Tinley Park, IL 60477

## Get the Goods with the RBA

### RBA "Baked Goods" Gets New Life with Sweet Partnership.

(February 2021) Get the Goods! The **Retail Bakers of America** are excited to announce a new partnership with Cydni N. Mitchell from Sweet Fest® for an all new "Baked Goods" business blog and online video series.

"We have known Cyd for many years as the RBA has been a partner of the Sugar Show in Atlanta since its inception," says RBA Director, Bernadette Shanahan-Haas, "we've truly watched Cyd grown into an amazing, valuable resource for our industry, and we are excited to have her on our team."

Cydni N. Mitchell (aka Cyd) is a Bakery Consultant and the Sweet Business Coach behind Sweet Fest®. Based in Atlanta, GA, Sweet Fest® is an online company that supports the business needs of the Sweet Community in the areas of professional development, marketing, branding and web design. By trade, Cyd is an accountant & financial analyst with a Masters from the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. She is the Founder of the Sugar Coin Academy, an online business academy for business owners in the baking and sweets industry, and she is also the organizer of The Ultimate Sugar Show, Georgia's Largest Annual Baking and Sweets Expo in Atlanta. She also has a business column in American Cake Decorating Magazine called Sweet Boss.

Every month Cyd will be sharing her knowledge by developing content for blog posts and online LIVE videos. As the RBA revamps the "Baked Goods" line, there will be additional access to expanding their resources, networking and connection within the retail baking industry.

This sweet partnership fits perfectly with the RBA mission to be Reliable, Relevant and Resource Rich. For more information email the RBA at Info@RetailBakersofAmerica.org.

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