

SELFRIDGES & CO



THESE CUP CAKES LOOK CUTE... ...BUT WATCH OUT LOVERS, THEY PACK A SECRET PUNCH

These little cute handmade cup cakes look all sweet and innocent, however this February Selfridges predicts these sweet little things will help all lovers rise to the Valentine's occasion.

London bakery goddess Cookie Girl has created a range of exclusive aphrodisiac cupcakes – to ensure every one can rise to relationship challenges this February. Aphrodisiac cup cakes – much more tasteful than a little blue pill...

Cookie Girl has created four cute cupcakes exclusively for Selfridges that can be delivered directly to a special someone to brighten up their day.

- (1) **Lift Your Libido cup cake** – with a mouth filling aroma it has a creamy Vanilla overtone. Who needs Viagra when you can naturally 'Lift your Libido' with this delectably moist cake made with vanilla to improve sexual function and almonds to induce passion and increase longevity.
- (2) **Adam & Eve cup cake** – *with a naughtily fruity inside and a spicy finish-flavoured with banana.* Pumped full of hormone producing bananas and brimming over with blood warming cinnamon, this cake is going to drive your lover wild, you'd better 'Adam & Eve' it.
- (3) **Morning Glory cup cake** – *with a refreshingly tart with plenty of zingy lemon.* Make sure the morning after doesn't disappoint with anti-oxidant rich Green Tea to arouse you and vitamin C packed lemons to restore you and ensure you greet the day with 'Morning Glory'.
- (4) **Feast of Fertility** – *a moist and deeply satisfying chocolate cupcake.* Insure your Valentine is a 'Feast of Fertility' with this intense chocolate cake subtly pricked with chili pepper, a stimulating agent that excites the circulation.

Cookie Girl



Baking with love

Part Snow White, part Nell Gwynne with a smattering of Little Red, Cookie girl is the brains behind these cupcakes. Cookie Girl has stepped out of a fairy tale and entered our world - at Selfridges -in order to remind us what really matters in life. Friends, family and delicious treats are high on her agenda.

She debuts at Selfridges on Oxford Street on February 1st to quench your hunger for delicious confections from cookies to fairy cake and beyond. Let her turn your fantasies into a reality....

Her mission is to turn Selfridges' customers on with sweet, treat baked goods, spreading joy, laughter and happiness with little morsels of her love cooked to perfection. So next month Selfridges will also launch her famous cookies that will be baked fresh in store.

One bite of her cookies and everything seems better, brighter and sweeter. Her baking takes you back to childhood and the delicious morsels your mum and gran used to make she truly evokes that home cooked taste that so many of us have lost touch with. She is here to help us celebrate the events that shape our lives and to make those moments even more memorable.

She will start this Valentine's with the Baker's Dozen Basket: six each & one to share with someone special.

For products, prices, images and further information please contact Selfridges PR manager Nancy Wainscoat on 020 7318 3638 or email nancy.wainscoat@selfridges.co.uk or Jenny Hill at ZPR on 020 7896 3206 or email jenny@z-pr.com

Editor's Notes:

Cookie Flavours

Dark Belgian Chocolate, Milk Belgian Chocolate, White Belgian Chocolate, Rolled Oat & Sultana

Individual cookies £1.50

Baker's dozen cookie basket £22.50

Aphrodisiac Cupcakes

Individual cupcakes £1.85

Lift Your Libido Cupcake:

The scent and flavour of vanilla is believed to increase lust. Xanat, the young daughter of the Mexican fertility goddess, loved a Totonac youth. Unable to marry him due to her divine nature, she transformed herself into a plant that would provide pleasure and happiness. Samson courted Delilah with fragrant almond branches.

Adam & Eve Cupcake:

After Adam and Eve succumbed to the "Apple" they started covering their "nudity" with banana leaves rather than fig. Cinnamon was the attar used by Queen of

Sheba to captivate King Solomon.

Morning Glory Cupcake:

In the mid-to-late 16th century geishas gave their clients green tea with lemon before taking them into a special area called the pleasure quarter.

Feast of Fertility:

The great lover and alchemist Casanova, who drank his cioccolata at Cafe Florian in Venice, considered chocolate more stimulating than champagne and called it the "elixir of love".

Ingredients

All Cookies and cupcakes are made with free range eggs and butter. The Cookies also contain soft brown sugar, white sugar, SR flour and vanilla. The cupcakes contain as above apart from the brown sugar.

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