

Melissa Morgan

BIOGRAPHY



Melissa Morgan, aka Ms Cupcake, is a vegan baker and chef who prides herself on her ability to transform basic ingredients into vegetarian and vegan masterpieces. Originally from Canada, she describes her baking as classic North American with a British flavour twist.

Melissa began baking from home when she couldn't find indulgent bakery goods for vegans in London. She soon realised that it wasn't just vegans she could cater for, but also those with food allergies or religious dietary requirements. She began to develop gluten free, soya free and even sugar free cakes, and after opening the UK's first entirely vegan retail bakery in April 2011, she was named the *Baking Industry Awards Rising Star of 2011*.

In 2015 she secured a deal with Whole Foods Market to stock a range of eight of her cupcake flavours in their UK stores and in 2017 she is expanding the business further with an additional site to support wholesale manufacture.

Melissa first appeared as an amateur on ITV's *Britain's Best Dish* and has since made appearances on *The Alan Titchmarsh Show*, *Islam TV* and *Sky News*. As a contestant on the ITV show *Britain's Best Bakery* she won a whole new set of fans following praise from the judges for her fantastic tasting vegan cakes.

Her remarkable business journey has brought attention from *The Independent*, *The Economist*, and she has appeared on BBC Radio4's *Women's Hour*. **Melissa** was the first European Representative for the *Yelp Small Business Advisory Council* (YSBAC) where she advised *Yelp* on the needs of independent businesses in the UK and abroad, and she wrote a regular column for the *British Baker Magazine* on running a successful small food business. In 2015 her business was named *Dot London Awards' Best Independent Groceries Retailer*.

Melissa is a passionate speaker and loves to teach others about starting their own businesses when they have little funding or experience. She has spoken at large corporate events, business conferences, trade fairs and festivals. She hosts regular classes and workshops to demystify the new business start-up process in her uniquely vivacious style, and pulls no punches to motivate results from her listeners.

A familiar face at *Veg Fest* in the UK, **Melissa** has also appeared at events including *The Good Food and Wine Show* in Durban, *FoodEx* Birmingham, *The Bakers Fair* and many more.

Limited edition **Ms Cupcake** silicone bakeware retailed in TK Maxx stores to great success in July 2013.

The first **Ms Cupcake** baking book was published in May 2013 by Square Peg in the UK and is now selling internationally including in South Africa, Germany and France.

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To make any enquiries please email us: mail@limelightmanagement.com

Limelight Celebrity Management Ltd

10 Filmer Mews, 75 Filmer Road, London SW6 7JF Telephone: +44(0)20 7384 9950 Fax: +44(0)20 7384 9955
Email: mail@limelightmanagement.com Website: www.limelightmanagement.com

Registered Address: Lynwood House, 373-375 Station Road, Harrow, Middx HA1 2AW Registered in England No: 7050137
VAT Reg No: 649 2735 07