



FOR IMMEDIATE RELEASE

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## **CALUDA'S KING CAKES WINS ANNUAL KING CAKE SNOB RANKING COMPETITION**

**MANDEVILLE, La.** – Caluda's King Cakes kept their winning streak alive in the 2021 King Cake Snob annual ranking competition, earning first place in four of five categories, including the highly coveted best overall "Traditional" and "Filled" categories.

In the best overall "Traditional" king cake category, Caluda's King Cakes successfully defended their title. In the "Filled" king cake category, Caluda's again outpaced the competition thanks to its pecan praline cake.

Other categories voted on were "Presentation," "Flavor" and "Freshness," and the results of each made it clear that Manny Randazzo King Cakes are among the best available anywhere in Louisiana. The bakery earned the top spot in the "Best Flavor" category.

King Cake Snob is a community project by Mandeville agency Innovative Advertising. Jay Connaughton, managing partner for Innovative Advertising, said the 2021 competition was particularly meaningful.

"Every year, we look forward to giving Louisianans the opportunity to voice their opinions about their favorite king cakes and bakeries," said Connaughton. "This year's competition was special for us at Innovative Advertising, because while most of Mardi Gras was cancelled this year, the king cake tradition survived. Congratulations to the bakeries and the voters who contributed to the naming of our 2021 winners!"

As in previous years, the 2021 competition not only named the top king cakes in both categories, voter questionnaires also revealed Louisianans preferences in filling types, how often they consumed king cakes during the carnival season and much more.

To view all of the results of the 2021 competition, visit [KingCakeSnob.com](http://KingCakeSnob.com).

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**About Innovative Advertising**



Innovative Advertising is a full-service advertising and marketing firm, with talent in strategy, branding, digital, design, media planning and buying, web development, video production, media production, social media and public relations – all in-house. Recognized nationally, regionally and locally for excellence, Innovative Advertising combines business acumen and creative talent to create effective marketing programs, individually tailored to solve real business problems.

Innovative Advertising, based in Mandeville, with an office in Nashville, began in 1999 and has since grown to nearly 30 employees. Learn more at [PeopleWhoThink.com](http://PeopleWhoThink.com).

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