



KING CAKE *Snob*

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VOTING FOR YOUR FAVORITE KING CAKE TO BEGIN ON KING'S DAY

MANDEVILLE, LOUISIANA JANUARY 4, 2024 – King Cake Snob, the online ranker for King Cake enthusiasts, will launch its 9th annual ranking competition. Across Louisiana, bakeries will compete for the coveted 2024 “Seal of Approval,” and it’s up to king cake connoisseurs to decide the winner.

Last year, thousands of King Cake Snobs rated hundreds of cakes based on traditional, filled, presentation, flavor, and freshness. Winning bakeries included Sugar Love Bakery in Slidell, Louisiana, for the best traditional king cake and Caluda’s, for Cream Cheese, as the best-filled king cake. Sugar Love also won for best presentation for king cake on a stick. Caluda’s won for best flavor which was white chocolate bread pudding and raspberry. Manny Randazzo’s won for best freshness with their traditional king cake.

King Cake Snob is a community project by Innovative Advertising, a Mandeville advertising agency that prides itself on its Louisiana roots.

Vote now through February 11 at kingcakesnob.com.

There are many King Cakes, but only the crowd favorites get awarded the crown. The winners will be announced on Fat Tuesday, February 13.

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