

## **LAYERED WITH FUN: BUILD-A-BEAR INTRODUCES FIRST-EVER BUILD-A-BEAR BAKESHOP**

*Retailer Translates Signature Make-Your-Own Experience into New Bakeshop Concept*

ST. LOUIS (NOVEMBER 14, 2017) – [Build-A-Bear Workshop](#) (NYSE:BBW), a global brand kids love and parents trust, today announced the opening of the first-ever **Build-A-Bear Bakeshop**, a customized baked-goods experience that reflects the company’s beloved Make-Your-Own concept.

The Bakeshop opened today on Level 1 of **West County Center** in St. Louis and will offer a whole new flavor of fun with a variety of ready-made sweets baked locally by [Sarah’s Cake Shop](#). Guests can choose from already-iced cakes and treats or decorate their own cupcakes with frosting, icing pens and sprinkles.

“For more than 20 years, Build-A-Bear Workshop has added a little more heart to life by inspiring kids and kids at heart to channel their creativity and make furry best friends that are uniquely their own,” said Louis Wachter, Chief Bakeshop Manager, Build-A-Bear Bakeshop. “We’ve put a sweet spin on the Make-Your-Own fun our Guests know and love with Build-A-Bear Bakeshop, with help from the talented team at Sarah’s Cake Shop. At Build-A-Bear Bakeshop, we can reserve an area for your scheduled private party. You can also create an edible, personalized gift, or just grab a sweet treat to enjoy on your shopping trip.”

The Build-A-Bear Bakeshop menu features cupcakes, cake pops, specialty cake pops, cookies, cakes, macarons and more – plus, several varieties of milk, including flavored options like chocolate, strawberry, cotton candy and root beer from [Shatto Milk](#). Individual sweet treats start at \$2, and a 6-inch cake is available for \$17.50.

Build-A-Bear Bakeshop offers party packages for Guests to celebrate birthdays, graduations and all of life’s special moments in a unique, interactive way that’s layered with fun. During a Build-A-Bear Bakeshop party, a Party Host leads the group in decorating their own cupcakes, and the Guest of honor receives a special 3-inch cake.

Merchandise items—such as Bakeshop-themed mugs, thermoses and a water bottle—are also available for purchase at the shop.

More information about Build-A-Bear Bakeshop, including the store’s location, hours of operation and party package details can be found at [buildabear.com/bakeshop](http://buildabear.com/bakeshop).

For the latest brand news, visit [buildabear.com](http://buildabear.com) and follow Build-A-Bear on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

### **About Build-A-Bear**

Founded in St. Louis in 1997, Build-A-Bear, a global brand kids love and parents trust, seeks to add a little more heart to life. Build-A-Bear Workshop has approximately 400 stores worldwide where Guests can create customizable furry friends, including company-owned stores in the United States, Canada, Denmark, Ireland, Puerto Rico, the United Kingdom and China, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. The company was named to the FORTUNE 100 Best Companies to Work For® list for the ninth year in a row in 2017. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$364.2 million in fiscal 2016. For more information, visit [buildabear.com](http://buildabear.com).

###