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*High-res images available at: <https://press.discovery.com/us/food/>

BUDDY VALASTRO WANTS TO *BAKE YOU RICH* ON NEW FOOD NETWORK SERIES WHERE BAKERS COMPETE FOR A CHANCE TO GO INTO BUSINESS WITH THE CAKE BOSS

New Series Premieres Sunday, April 14th at 10pm ET/PT

New York – March 19, 2019 – As a fourth-generation baker, **Buddy Valastro** is known as one of the biggest names in the industry, taking his local bakery and building it into an international empire. Now, Buddy is paying it forward on new series *Bake You Rich*, as he gives the opportunity of a lifetime to professional pastry chefs as they compete to have their treats produced by the *Cake Boss* and sold on Carlo's Bakery website immediately following each episode. The four-episode series kicks off on Sunday, April 14th at 10pm ET/PT, as four bakers whip up delectable and innovative treats in three rounds of challenges that will test their baking and business skills to prove to Buddy and a panel of rotating judges including **Chad Durkin, Erin McGinn, Vincent Tubito**, and Buddy's wife **Lisa Valastro** that their treats will rise to the top. But, only one talented baker in each episode will cream the competition and go into business with Buddy.

"*Bake You Rich* is unlike any other baking competition, showcasing all the elements that are required for a top-selling bakery item, beyond creating a delicious dessert," said Courtney White, President, Food Network. "Buddy Valastro is the ultimate expert with decades of experience, and he brings his unique business savvy as the host and business partner for the lucky winners."

In each episode, four entrepreneurial bakers battle it out by whipping up their signature desserts that also impress aesthetically. Three bakers move on to the next round, where they present an innovative item they think will hit it big time in the bakery. Finally, in the last round, the remaining two must mass produce their item using professional machinery at Carlo's Bakery. It's a tough decision for Buddy and his advisors. Will the challenges be as easy as pie, or will the bakers crumble as they face difficult obstacles like machine meltdowns, mass production portion control, and last-minute recipe changes? One baker will have their dreams come true by the *Cake Boss*, as their winning item will be available to order on [Carlo's Bakery website](#) immediately following the episode.

Fans can follow #BakeYouRich on our social media channels to learn Buddy's best cake decorating techniques, watch behinds-the-scenes challenges, and weigh in on their favorite creations. Also, learn more about Buddy and his advisors at FoodNetwork.com/BakeYouRich.

Bake You Rich is produced by Cakehouse Media.

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FOOD NETWORK (www.foodnetwork.com) is a unique lifestyle network, website and magazine that connects viewers to the power and joy of food. The network strives to be viewers' best friend in food and is committed to leading by teaching, inspiring, empowering and entertaining through its talent and expertise. Food Network is distributed to nearly 100 million U.S. households and draws over 46 million unique web users monthly. Since launching in 2009, Food Network Magazine's rate base has grown 13 times and is the No. 2 best-selling monthly magazine on the newsstand, with 13.5 million readers. Food Network is owned by Discovery, Inc., a global leader in real life entertainment spanning 220 countries and territories; the portfolio also includes Discovery Channel, HGTV, TLC, Investigation Discovery, and OWN: Oprah Winfrey Network.