



BRANDINI TOFFEE COMPANY LAUNCHING RETAIL STORE IN PALM SPRINGS Grand Opening on Palm Canyon on October 23

(Oct. 10, 2014) – The story has been told and re-told, and it just gets better. In 2006, fifteen-year-old La Quinta High School students and best friends Brandon Weimer and Leah Post needed to raise money for a school trip to Italy. Brandon had a recipe for almond toffee and thought maybe they could make a few batches and sell them to raise the funds they needed. They went to work and within three months, utilizing the local street fairs, local media coverage, and their website, they had sold enough toffee to cover all of their school trip expenses.

They kept making and selling the candy while attending college and the business flourished. They appeared on *The Martha Stewart Show*, the toffee was selected as one of Martha Stewart's Best Desserts in 2008, and it was selected for Oprah's O-List online. Then, despite the economic recession, in 2009 they opened a 5,200 square foot factory kitchen and retail store in the Rancho Las Palmas shopping center in Rancho Mirage at Bob Hope and Highway 111. The business keeps expanding as they sell their products in the retail store and ship Brandini Toffee gifts all over the country. They've recently added Brandini Poppers (chocolate almond and cashew almond toffee popcorn), toffee brownies, chocolate bark with almonds, toffee milk shakes, and toffee ice cream bars to the menu, and they plan to add other toffee treats in the future.

Now they've taken the plunge and, responding to popular demand, are opening a retail store at 132 S. Palm Canyon in Palm Springs. The Grand Opening festivities on October 23 will be from 11 a.m. – 2 p.m., with a ribbon cutting ceremony at noon, and the public is invited to attend and try some samples.

For more information about Brandini Toffee, visit www.brandinitoffee.com.

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