



March 15, 2005



SEND TO A FRIEND

TODAY IN LONDON

[Better by a Mile](#)



Easy Bake

Deprivation can breed hostility, instability, and crime. But try to imagine how *you'd* react if something vital to your very existence were suddenly taken away from you.



Imagine, in other words, a world without cake.

That's exactly what Patsy Rosenberg was facing when she developed adult-onset food allergies. But rather than succumb to despair, self-pity, and bank heists, Rosenberg channeled her energies into Cherrybrook Kitchen, a line of dry dessert mixes that are peanut-free, egg-free, dairy-free, and nut-free.

The delicious (really!) baked goods come in those decadent chocolate- and yellow-cake varieties, with easy-to-follow baking instructions. Cherrybrook also offers mixes for cookies (chocolate chip and sugar) and gluten-free icings (Belgian chocolate and all-natural vanilla).

The ingredients are natural. The batters are tested for allergens. The sweets are vegetarian, kosher, and lactose-free. In a blind taste test given to critically astute judges (i.e. a bunch of hungry 14-year-olds), not a soul missed the "traditional" ingredients.

Moral of the story? Don't resort to crime. Take a bite out of it.

Available online at cherrybrookkitchen.com.