



An Introduction To The Brand





Our Story

Mortgage Apple Cakes, founded by mom Angela Logan, celebrated twelve years in business on July 17th. In 2009, to raise money and save her home from foreclosure, Angela set a goal to sell 100 cakes in 10 days – she received over 900 orders as news of her story became a viral sensation. After twelve years, Angela Logan has grown Mortgage Apple Cakes from her home kitchen to a thriving brick-and-mortar bakery.

Mortgage Apple Cakes In The Media

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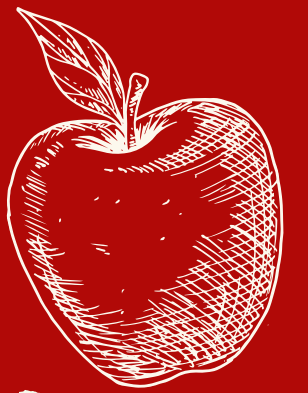
The Movie

Angela's story of tenacity inspired the 2014 movie *Apple Mortgage Cake*. The film stars award-winning actress Kimberly Elise, as Angela Logan, and is set immediately before and after Mortgage Apple Cakes was formed. Since its release, the movie still streams on numerous networks and platforms, including UPtv, Pureflix, Amazon Prime, and the Hallmark Channel. The movie's popularity continues to fuel awareness of Angela's motivational story and has contributed to the ongoing demand for her cakes.



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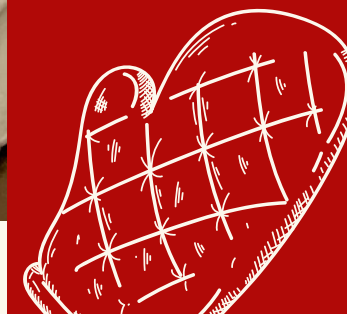




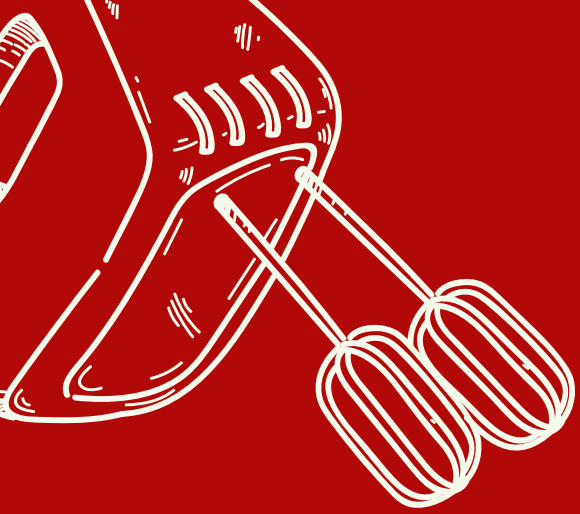
National Sales

Leveraging exposure from the movie and the continued overall interest in the Mortgage Apple Cake story, the company has experienced record sales nationwide through the popular food delivery platform Goldbelly.

Goldbelly has allowed Mortgage Apple Cakes to develop and grow a loyal customer base beyond the New York City metro. "We provide the same gourmet quality, attention to detail, and personalized experience to Goldbelly customers that our local bakery customers have grown to love and expect over the years."



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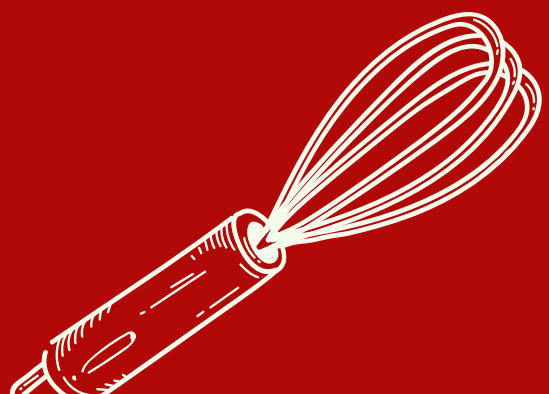
Our Identity

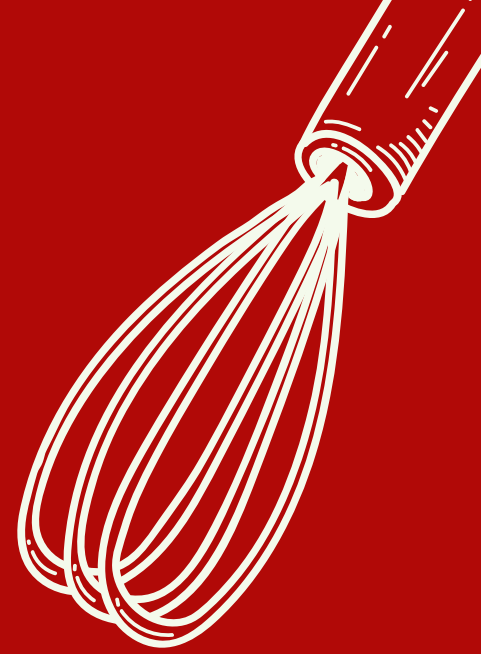
After twelve years in business, Mortgage Apple Cakes is actively expanding its product base, aiming to appeal to the next generation of consumers by adding a line of vegan items. Additionally, Mortgage Apple Cakes is one of the very few black-owned kosher bakeries in the nation. In the summer of 2021, Mortgage Apple Cakes underwent a major brand update. "We set out to modernize our brand image while staying true to our original high quality, all-natural, and freshly homemade image." The Mortgage Apple Cakes rebranding debuted a new logo, website, messaging, packaging, and marketing strategy to align with evolving consumer expectations and trends.



The Future

Looking beyond 2021, Angela Logan envisions Mortgage Apple Cakes branching into grocery retail with prepackaged products, such as boxed cake mix and frosting. Angela also foresees media projects that will continue to significantly amplify her story – both past and future, as she scales her brand into new categories. "After twelve years in business, it still feels like I'm just getting started."





Pending Projects

Mortgage Apple Cakes Docuseries

Packaged Cake Mix and Frosting (Retail)

Wholesale Bakery Division (Commercial)



*"Mortgage Apple Cakes
are so good, they saved
our home."*

ANGELA LOGAN





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