



Best Baklava Experience...Ever!

PHONE

801.891.6242

WEBSITE

www.sheerambrosiabakery.com

ADDRESS

1749 S State St, Ste 102
Salt Lake City, UT 84115



MEDIA KIT 2025

**SHEER AMBROSIA
BAKERY**

**For Inquiries & Interviews Please
Contact: Rita Magalde, Founder
rita@sheerambrosiabakery.com
801.891.6242**



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COMPANY OVERVIEW



WHO WE ARE

Sheer Ambrosia Bakery is a luxury dessert brand known for its artisanal baklava — handcrafted with 45 sheets of delicate phyllo dough each layer hand buttered and baked with the finest ingredients. Inspired by Greek traditions and infused with Southern soul, our baklava is a celebration of flavor, culture, and resilience.

OUR STORY

Founded by single mother and passionate entrepreneur Rita Magalde after a life-altering divorce, Sheer Ambrosia began at a kitchen table and has grown into a high-end bakery serving individuals, corporations, and wholesale clients across the country. Rita's journey — from heartbreak to handcrafted success — is the heart of the brand. She's turned her personal reinvention into a business that sweetens lives and inspires others to rise.

WHAT WE OFFER

- 15 signature baklava flavors — including Traditional Honey Walnut, Chocolate Almond, and Cranberry Spice Walnut (seasonal)
- Corporate gifting with customizable packaging and logo branding
- Wholesale partnerships in over a dozen Utah stores and expanding
- Retail orders via our online store
- Event + wedding gifting for unique, elegant treats
- Seasonal drops, cookies, granola, teas, candles, and more

OUR SECRET SAUCE

- Exceptional shelf life for shipping and gifting
- Elegant presentation — our packaging is as memorable as the baklava inside
- Women-owned, minority-owned, ACDBE-certified
- A personal story that resonates and inspires
- Unmatched customer service and attention to detail

PRESS + HIGHLIGHTS

- Featured on NPR's *Marketplace* 11 times
- Utah Business Magazine Cover (Holiday Gifting Edition, Nov 2024)
- Products carried in 14 retail stores, including Crown Burger, Alpha Coffee, and more

Sheer Ambrosia isn't just dessert — it's an experience. A gift. A story in every bite.

HIGH RESOLUTION IMAGES & BRAND ASSETS



LOGO - COLOR



FOUNDER - RITA MAGALDE



FOUNDER - RITA MAGALDE



12 PIECE BOX OF BAKLAVA



BAKLAVA FLAVORS

HIGH RESOLUTION IMAGES & BRAND ASSETS...CONTINUED



Font Types

Museo 700

Museo 300

Color HEX

571E00

ABDDD9



PRESS RELEASES & MEDIA MENTIONS



PLEASE VISIT OUR WEBSITE'S "IN THE NEWS" TAB FOR ALL LINKS

MARKETPLACE:

HAS A DEDICATED PAGE TO ALL 11 INTERVIEWS

UTAH BUSINESS MAGAZINE:

SEE COVER

FORRAGER PODCAST

GOOD THINGS UTAH:

1 INTERVIEW FOR MY BOOK

1 COOKING SEGMENT

GREEK REPORTER

BAKE MAGAZINE

DEVOUR MAGAZINE

DRAPER JOURNAL

SLUG MAGAZINE

SALT LAKE TRIBUNE

CHANNEL 2 KUTV

ABC 4 UTAH

PARK CITY TV





PRODUCT MENU/ CATALOG

15 FLAVORS:

- TRADITIONAL HONEY WALNUT
- BUTTERSCOTCH RUM WALNUT
- BLACKBERRY WALNUT
- PEACH COBBLER WALNUT
- SPICED PEAR WALNUT
- APPLE PIE WALNUT
- SUGAR PLUM WALNUT
- CRANBERRY SPICE WALNUT
- SOUTHERN PECAN
- SALTED CARAMEL PECAN
- PISTACHIO/ PECAN BLEND
- PISTACHIO ORANGE CARDAMOM
- CARAMEL CASHEW
- CHOCOLATE ALMOND
- MAPLE BACON WALNUT

PACKAGING OPTIONS:

For Website Purchases:

- 12 Piece Box
- 4 Piece Box
- Ten 4 Piece Box Bundle

Subscriptions:

- 3 Month Baklava of the Month
- 6 Month Baklava of the Month
- 12 Month Baklava of the Month

In Bakery Purchases:

Any Amount Needed

Pop-Ups:

Can do smaller quantity containers

Weddings:

- Baklava Cakes
- Baklava Bars
- Favor boxes w/ 1 or 2 pieces inside each box



BOX SIZES

[HTTPS://](https://)

[SHEERAMBROSIABAKERY.COM/](https://sheerambrosiabakery.com/)

[CORPORATE-](https://sheerambrosiabakery.com/)

[GIFTING/#FLIPBOOK-DF_3714/1/](https://sheerambrosiabakery.com/)



FOUNDER BIO



SHORT BIO:

Rita Magalde is the Founder and CEO of Sheer Ambrosia Bakery, a luxury dessert company specializing in handcrafted, gourmet baklava. A single mother of two, Rita turned personal hardship into a thriving business that grew from her home kitchen into a commercial bakery in Salt Lake City. Known for its 45 flaky layers of phyllo and 15 unique flavors, Sheer Ambrosia offers a delicious blend of tradition, craftsmanship, and heart. The brand has been featured 11 times on NPR's *Marketplace* and in Utah Business Magazine.

LONG BIO:

Rita Magalde is the founder, owner, and creative force behind Sheer Ambrosia Bakery, an artisanal dessert company based in Salt Lake City, Utah. Known for its gourmet baklava made with 45 delicate layers of phyllo dough, Sheer Ambrosia blends Mediterranean tradition with Southern warmth and the cherished recipes of Rita's mother. Every bite reflects a fusion of cultures, craftsmanship, and personal meaning — a tribute to family, resilience, and the joy of sharing something sweet.

Rita launched the business after a difficult divorce, finding strength, healing, and purpose through baking. What began in her home kitchen grew steadily through passion and perseverance, ultimately graduating into a commercial bakery where she now produces 15 signature baklava flavors, along with seasonal treats, cookies, and more. Her products serve individual customers, corporate clients, and wholesale partners who appreciate high-end gifting with a story behind it.

Sheer Ambrosia and Rita's inspiring journey have been featured 11 times on NPR's *Marketplace* and in Utah Business Magazine's holiday gift guide. Looking ahead, Rita plans to launch Reinventing Rita TV, a platform to empower women navigating life transitions through entrepreneurship and self-reinvention.

