



*Best Baklava Experience...Ever!*

**PHONE**

801.891.6242

**WEBSITE**

[www.sheerambrosiabakery.com](http://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  
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801.891.6242**



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@sheerambrosiabakery](https://www.tiktok.com/@sheerambrosiabakery)



Rita Magalde

FOUNDER. BAKER. ENTREPRENEUR. AUTHOR.

### ABOUT THE BRAND

Sheer Ambrosia is an award-winning luxury artisan food brand specializing in handcrafted Greek and Southern fusion baklava.

Known for its meticulous craftsmanship, premium ingredients, and elegant gifting presentation, the company has spent more than 17 years redefining what baklava can be.

Every batch is handmade using old-world techniques, 45 hand-buttered layers of phyllo dough, premium nuts chopped in-house from whole nuts, and proprietary honey syrup blends inspired by flavors from around the world.

### THE SHEER AMBROSIA DIFFERENCE

- Greek + Southern Fusion Baklava
- 45 Hand-Buttered Layers
- Premium Ingredients
- Nuts Chopped In-House From Whole Nuts
- Small-Batch Production
- Luxury Gifting Presentation
- Handcrafted Packaging
- Freeze-Friendly
- Made-to-Order Freshness

### SIGNATURE BRAND PHILOSOPHY

*"We make every batch as if we are preparing it for our own families."*



# SHEER AMBROSIA

## At a Glance

LUXURY ARTISAN BAKLAVA. HANDCRAFTED WITH SOUL.



**FOUNDED**  
2008



**HEADQUARTERS**  
Salt Lake City, Utah



**INDUSTRY**  
Luxury Artisan Food & Gourmet Gifting



**WEBSITE**  
sheerambrosiabakery.com

**FOUNDER**

Rita Magalde

Founder, Baker, Entrepreneur & Author  
Author of *From Mrs. to Ms.: How to Pull Your Life Together When Your Marriage Falls Apart* (2016)

Graduate of Goldman Sachs 10,000 Small Businesses – April 2024

B.A. in Spanish

Fluent in Spanish

Entrepreneur and small business owner for more than 30 years

### RECOGNITION & MEDIA



Featured on NPR's *Marketplace* with Kai Ryssdal 13 times since 2020



Best of Salt Lake Best Dessert Winner 2026



Utah Black Chamber of Commerce Business of the Year 2024

“

*Her presentation and packaging are second to none.*

– Mike at Restore Masters

”

### BUSINESS AT A GLANCE

17+  
YEARS IN BUSINESS

36+  
YEARS PERFECTING RECIPES

45+  
HAND-BUTTERED LAYERS

SHIPS NATIONWIDE GIFTING & WHOLESALE

WHOLESALE & CORPORATE GIFTING AVAILABLE NATIONWIDE

### BRAND VALUES



CRAFTSMANSHIP



HOSPITALITY



HERITAGE



QUALITY



WARMTH



GENEROSITY



CONNECTION



MEDIA CONTACT



Rita Magalde  
Founder & Baker



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www.sheerambrosiabakery.com



@sheerambrosia

# 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/)



Bio

# RITA MAGALDE

## SHORT BIO

Rita Magalde is the founder and baker behind Sheer Ambrosia Bakery, a nationally recognized luxury artisan food brand based in Salt Lake City, Utah. Drawing on traditional Greek pastry techniques, her Southern roots, and decades of culinary exploration, Rita created a distinctive Greek and Southern fusion baklava that has earned a devoted following across the country.

An entrepreneur, author, and graduate of the Goldman Sachs 10,000 Small Businesses program, Rita has spent more than 17 years building Sheer Ambrosia while raising two children and remaining committed to old-world craftsmanship, premium ingredients, and meaningful hospitality.

Featured on NPR's *Marketplace* more than a dozen times since 2020, Rita is known for transforming a centuries-old pastry into an unforgettable gifting experience rooted in warmth, artistry, and connection.

## LONG BIO

Rita Magalde is the founder, baker, entrepreneur, and author behind Sheer Ambrosia Bakery, a nationally recognized luxury artisan food brand known for its handcrafted Greek and Southern fusion baklava.

Raised in North Carolina, Rita grew up in a culture where food was far more than a meal—it was hospitality, celebration, comfort, and love. Her passion for baking was shaped early by family traditions and deepened through years spent working for a Greek family throughout high school and college, where she was introduced to the artistry and old-world techniques of traditional baklava.

Drawing upon those experiences, years of international travel throughout Europe and Latin America, and the warmth of her Southern upbringing, Rita eventually created the distinctive culinary identity that defines Sheer Ambrosia today: a luxurious fusion of Mediterranean pastry craftsmanship and Southern soul.

A graduate of the Goldman Sachs 10,000 Small Businesses program, Rita spent more than 17 years building Sheer Ambrosia while raising two children and growing the company through perseverance, creativity, and an unwavering commitment to quality. Every batch remains handcrafted using a meticulous process that honors tradition while celebrating innovation.

In addition to her work as an entrepreneur, Rita is the author of *From Mrs. to Ms.: How to Pull Your Life Together When Your Marriage Falls Apart*, a book inspired by personal reinvention and resilience.

Today, Sheer Ambrosia has been featured on NPR's *Marketplace* more than a dozen times since 2020 and has earned recognition including BEST OF SLC's Best Dessert and the Utah Black Chamber of Commerce's inaugural Business of the Year Award.

Through every dessert, every package, and every customer experience, Rita's mission remains the same: to create moments of warmth, connection, and joy through food crafted with extraordinary care.

## Quick Facts



FOUNDED | 2008



BASED IN | Salt Lake City, Utah



FOUNDER | Rita Magalde



AUTHOR OF | From Mrs. to Ms. (2016)



GRADUATE | Goldman Sachs  
10,000 Small Businesses



FEATURED | NPR's *Marketplace*  
Multiple appearances since 2020



AWARDS | BEST OF SLC Best Dessert  
Utah Black Chamber of Commerce  
Business of the Year

“We make every batch  
as if we are preparing it  
for our own families.”

