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New Macomb County Café Offers Trendy Twist to Cheesecake Desserts NY Cheesecake Café Grand Opening Dec. 12 at 10 a.m.

SHELBY TOWNSHIP, Mich. – November 29, 2007 – New Macomb County business **NY Cheesecake Café** carries on an American tradition with their signature New York-style cheesecake served with a trendy twist. The café will unveil its innovative cheesecake desserts at the **Grand Opening Ribbon Cutting Ceremony Dec. 12, 2007 at 10 a.m.**



Beverages and cheesecake will be served following the Ribbon Cutting Ceremony until 10 a.m. There will also be a media open house until 4 p.m. where they can taste a sampling of the cheesecake desserts and meet the owner and baker, Jeff Novak.

“Our cheesecake is a secret family recipe that embodies the essence of traditional New York-style cheesecake. The trendy twist is not only do we offer the traditional whole cheesecake and cheesecake by the slice, but we also serve our signature Cheesecake Petits, Cheesecake Cannolis and Slice-in-a-Cone,” says Novak.



The café offers original and sugar-free original cheesecake as well as 14 specialty flavored cheesecakes. Slice-in-a-Cone is a crust-less slice of original cheesecake in a waffle cone with a choice of toppings. Cheesecake lovers can dine in, take a dessert to go, or order cheesecake desserts for their special event or holiday party.

In addition to the signature cheesecake desserts, NY Cheesecake Café serves gourmet coffee beverage made from coffee beans that are fresh roasted locally, and a select deli menu.



“My wife and I love to go out for dessert and coffee, but we could never find a place that offered the best of both. We always had to sacrifice one or the other. So, we decided to open a cheesecake café with a vision to create a gathering place for the community – somewhere for people to go to experience delicious dessert, great coffee and good food,” says Novak.

NY Cheesecake Café is now taking holiday orders. They are located on 22 Mile Road at the west corner of Hayes next to Hamlin Pub. The address is 48935 Hayes Road, Shelby Township, MI 48315. Café hours are: Monday to Thursday, 7 a.m. to 10 p.m.; Friday, 7 a.m. to midnight; Saturday, 11 a.m. to midnight; Sunday, 2 p.m. to 9 p.m.



For more information on NY Cheesecake Café or the Grand Opening Ribbon Cutting Ceremony visit www.NYCheesecakeCafe.com or contact Jeff Novak at (586)566-7258.