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## **“The Best Chocolate Cake in the World” Expands to DUMBO**

*New Brooklyn Shop Dedicated to Top-Secret Chocolate Cake Recipe from Portugal*

NEW YORK, NY September 13, 2010 – After a successful summer opening Manhattan’s charming NoLita neighborhood, the Portuguese cult-favorite dessert shop “The Best Chocolate Cake in the World” is crossing the Brooklyn Bridge to open a second New York City location in DUMBO (68 Jay Street between Front and Water Street, 718.246.CAKE).

With shops in Lisbon, Madrid and six throughout Brazil, this charming outpost of the Portuguese favorite should feel right at home in the burgeoning DUMBO neighborhood with its cobblestone streets, up-and-coming art galleries, quaint restaurants and neighborhood bars. This new destination will feature whitewashed walls with exposed brick, ornate tin ceilings, and rustic copper café tables with seven seats for those who want to enjoy the offerings in-store.

Like its international counterparts, The Best Chocolate Cake in the World in DUMBO will offer two types of cake, Traditional (55% cacao) and Bittersweet (70% cacao), accompanied by Counter Culture Coffee [www.counterculturecoffee.com](http://www.counterculturecoffee.com) and a selection of European-style artisanal sandwiches and gelato.

The secret to this flourless chocolate cake’s success is its unique balance of rich chocolate flavor with a light and airy texture. Although some may argue that flour differentiates cakes from tortes (we’ll just call that semantics), this top secret recipe alternates layers of crispy chocolate meringue and velvety chocolate mousse, draped in a deep chocolate ganache.

### **ABOUT THE BEST CHOCOLATE CAKE IN THE WORLD**

Back in native Portugal, the company is known as *O Melhor Bolo de Chocolate do Mundo*, and it appears that chocolate, unlike poetry, is not lost in translation. Created by chef Carlos Braz Lopes, the chocolate cake started as dessert in his small restaurant with cult-status, and its success led him to branch out to open The Best Chocolate Cake in the World shops in Lisbon, Madrid, and six throughout Brazil. In the summer of 2010, Carlos partnered with Portuguese entrepreneur and current New Yorker Adriano Callé Lucas, with a previous career in investment banking, to open shops in New York City and beyond.