

# Babycupcakes comes of age

**B**ABYCUCKAKES has won the gift industry's first people's choice award, taking the company's tally to three wins at The Gift Awards 2008.

After winning two awards in May – for best gift product in the home/lifestyle category and for best retail outlet – Babycupcakes then scored the people's choice award.

Kathy Bellingham, co-owner of the Caringbah company, said it was a great honour to win the gift industry's first such award.

"We are very excited, particularly as members of the public chose the winner," she said.

The company was also up against stiff competition for the "best retail outlet" award, and it was "a huge

achievement for an online business to win over a bricks-and-mortar store", she said.

"Winning three awards, at such a prestigious event, is significant to us because it proves our products appeal not only to the public but to members of the gift industry as well."

As well as helping stock more than 500 retail stores around Australia from its wholesale range, Babycupcakes' bouquets of baby clothing and nappy cakes can be purchased through their website, or gifts delivered direct to the recipient, Australia-wide.

■ **Visit**

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