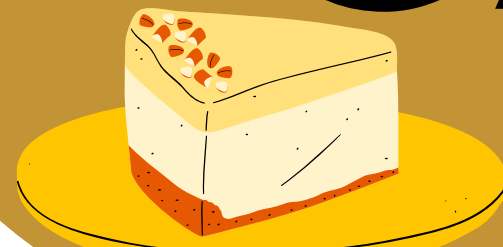


# SAVE Muddy Paws Cheesecake CAMPAIGN



By Tami Cabrera, President & Owner

[www.muddypawscheesecake.com](http://www.muddypawscheesecake.com)





# MUDDY PAWS CHEESECAKE NEEDS YOUR HELP

HELP SAVE Muddy Paws Cheesecake

After experiencing a break-in, three rebuilds, the pandemic, and the rising ingredient cost(s) crisis, our beloved Muddy Paws Cheesecake has accumulated a debt of \$275,000, and we cannot continue without help.

We must close next month or make drastic changes if we do not get help.

Please go to our [Donation](#) page to learn more and contribute.

YOU can help SAVE MUDDY PAWS CHEESECAKE

Let's work together to help Muddy Paws Cheesecake continue to thrive, give back, bake, and bring joy to our valued customers and community!



Get a sticker and your name or company name on our wall!

Thank you!

-Tami



# MUDDY PAWS CHEESECAKE

3359 Gorham Ave, St Louis Park, MN 55426

222 flavors of artisan cheesecake baked from scratch & made to order using the finest, most natural ingredients available.



[muddypawscakes.com/](http://muddypawscakes.com/)



[facebook.com/MUDDYPAWSCHEESECAKE](https://facebook.com/MUDDYPAWSCHEESECAKE)



[instagram.com/muddypawscakes/](https://instagram.com/muddypawscakes/)



Scan to visit the shop

Delivery, gluten free, vegan, weddings, retail, curbside & food truck available.

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# *A little bit* **ABOUT ME**

**Muddy Paws Cheesecake is a St. Louis Park, MN-based company that creates hundreds of Chicago-style cheesecakes weekly in over 222 flavors. Owner Tami Cabrera's love for cheesecake began in Chicago's restaurant industry, but was unable to find the same quality in Minnesota. She started making them for co-workers, and the business grew from there. The company has won numerous local awards, appeared on various TV shows, and even received an invitation from the White House. All cheesecakes are made from scratch in small daily batches. MPC is in its 30th year!**



**Tami Cabrera**  
Owner, Chef, President



A divine slice of Muddy Paws' classic New York-style cheesecake.  
Joy Summers, Star Tribune



**Award-winning bakery** Muddy Paws Cheesecake has a dedicated following, largely thanks to Tami's expertise in marketing, PR, graphic design, and social media. Recognizing her success, she was awarded Best Social Media in MN.

She also consults other small businesses on social media strategies.

The bakery has received numerous accolades, including Best in the Nation, Best in MN, Best of Weddings, Best in Community Impact, and Woman of Influence in MN.

Visit [Muddy Paws Cheesecake](#) to see our wall of fame!



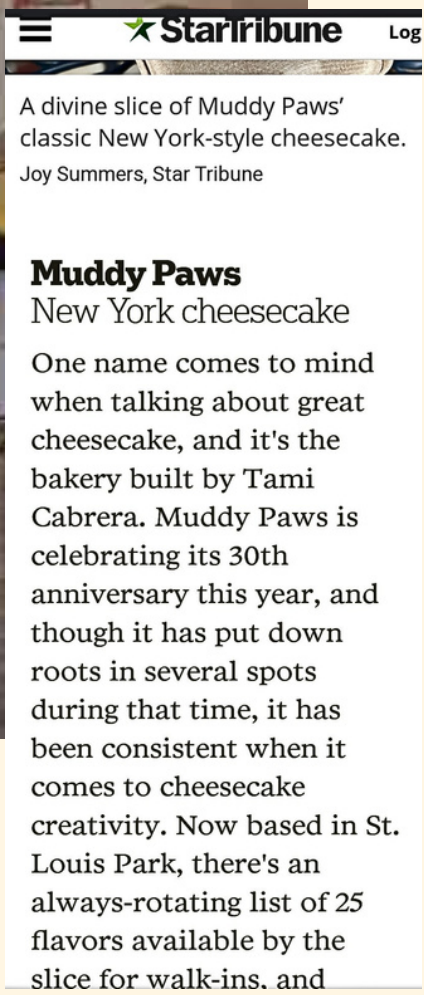
**42,000**  
Followers

**480,000**  
9" Cheesecakes

**600+**  
Awards & Articles

**643**  
Flavors Developed

**250,000**  
Dollars Donated



# Our EXPERIENCE

## **Muddy Paws Cheesecake: A World of Options**

At Muddy Paws Cheesecake, we pride ourselves on providing diverse offerings and events tailored to each customer's request. With more flavors than any other cheesecake maker, we guarantee to excite your taste buds with every bite. Whether you prefer to drop by our storefront or have your cheesecake delivered or shipped nationwide, we've got you covered. **We've been making the world's finest cheesecake for 30 years.**

Tami has been actively involved with a variety of local organizations, including but not limited to:

Twin Cities Weddings & Event Professionals • NAWBO

MN Meetings & Events • Rotary Club

Women Who Really Cook • Walker-Lake Foundation

Twin City Bridal • NACE • ILEA

Social Media Breakfast

Neighborhood Development Center

**We take great pride in being part of them.**



**We have catered over 24,000 Weddings & Events**



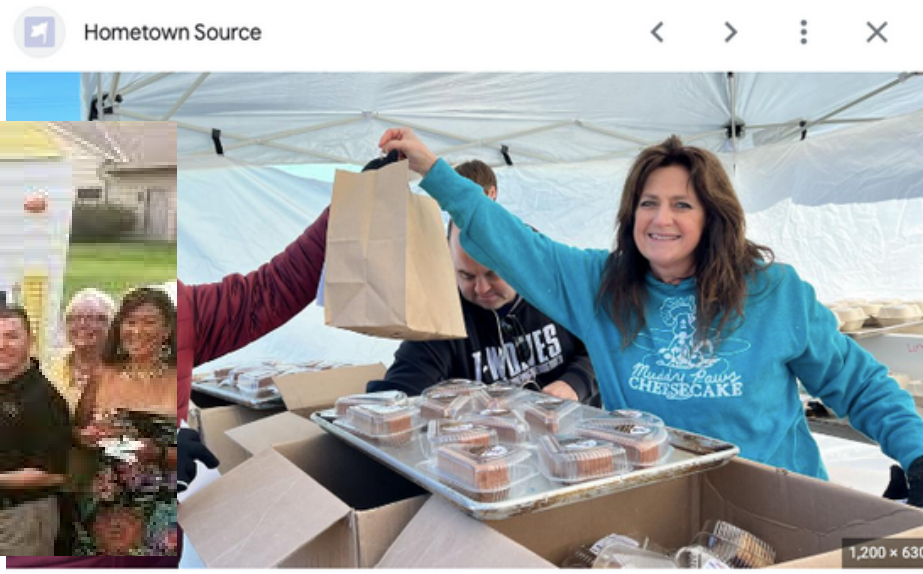
**We offer the classics, specialty flavors, vegan, gluten free, keto, mini cheesecakes & 10 sizes of cheesecake. We also offer slices.**



**We offer custom samplers.**



**We have special holiday offerings. Pictured: Valentines Mini Cheesecake**



Muddy Paws celebrates an extra sweet, extra busy Pi Day | St. Louis Park | hometownsource.com

# More of WHAT WE DO



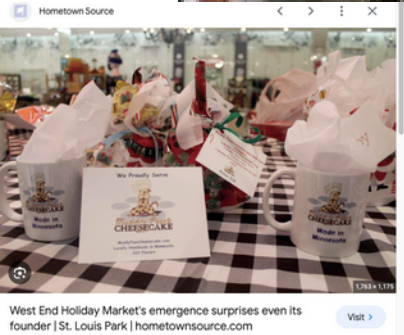
Styled Shoots



Mini Cheesecake



We have a food truck!

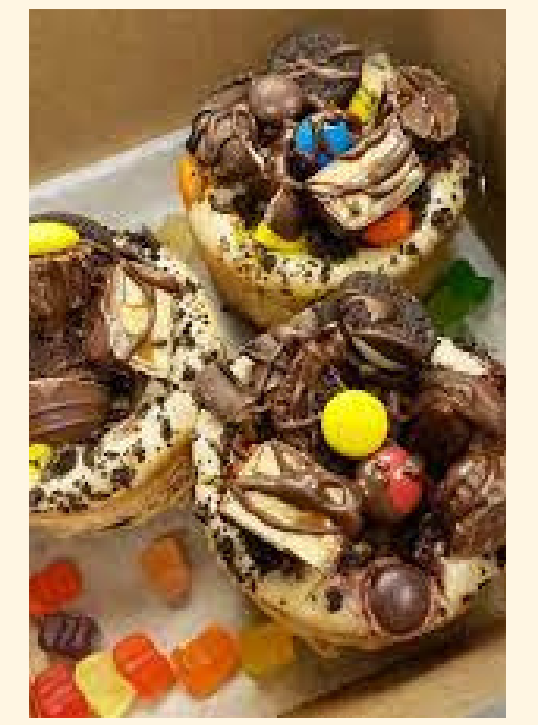


West End Holiday Market's emergence surprises even its founder | St. Louis Park | hometownsource.com

**KARRETT SATURDAY**  
**Muddy Paws Cheesecake offers baby 'sweetheart' cakes for Valentine's Day**  
 The tiny cakes with the classic design will have you feeling all kinds of nostalgic.



Our cheesecakes are available in multiple restaurants in the Twin Cities.



We created Monster Cheesecake!

**Special Order Cheeks**

**Special Order Cheesecake**

**Special Order Cheesecake**

**Special Order Cheesecake**

**Special Order Cheesecake**

**Over 222 flavors!**

**Muddy Paws Cheesecake**

**763-545-7181**

**LIFE IS SHORT. EAT CHEESECAKE.**

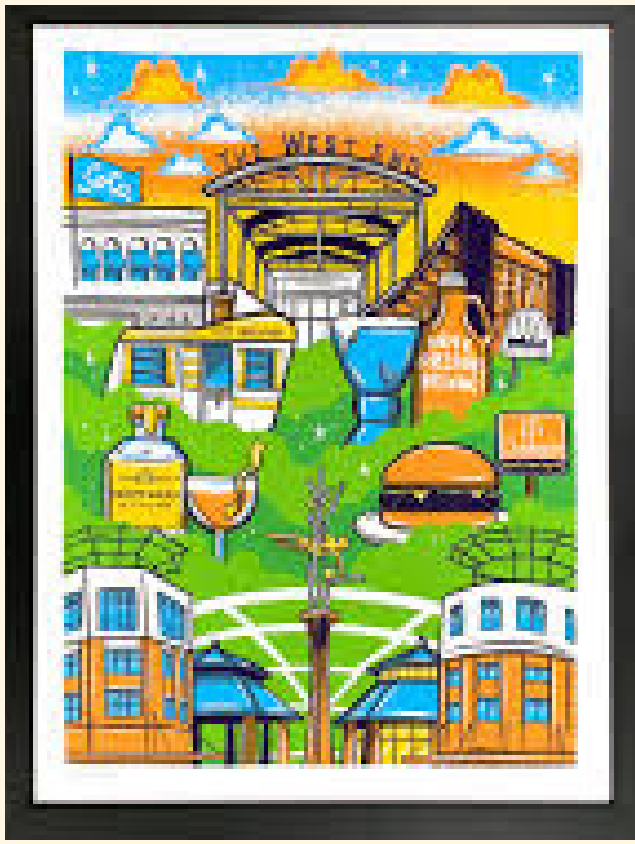
**Special Order Cheesecake**

**Special Order Cheesecake**

**Special Order Cheesecake**

**Special Order Cheesecake**

**Special Order Cheesecake**



# CAMP CHEESECAKE

## Camp Cheesecake: The First-Ever Camper Food Truck

Our journey started in 2015 when we launched Camp Cheesecake. This unique food truck concept caught the attention of Shark Tank, and we have been going strong ever since. Our vintage 1964 Pathfinder Camper is the heart of our food truck operation, and we are proud to be the first-ever camper food truck and the first-ever cheesecake food truck.

We travel to events and host weekly food truck parties in our parking lot, featuring live music and visiting food trucks. Unfortunately, we need a new truck to pull our beloved camper to get it back on the road!



Tami Cabrera of St. Louis Park-based Muddy Paws Cheesecake offers up some of her desserts. (Muddy Paws Cheesecake)  
By PIONEER PRESS | news@pioneerpress.com | Pioneer Press  
PUBLISHED: November 26, 2018 at 8:35 p.m. | UPDATED: January 11, 2019 at 10:01 a.m.



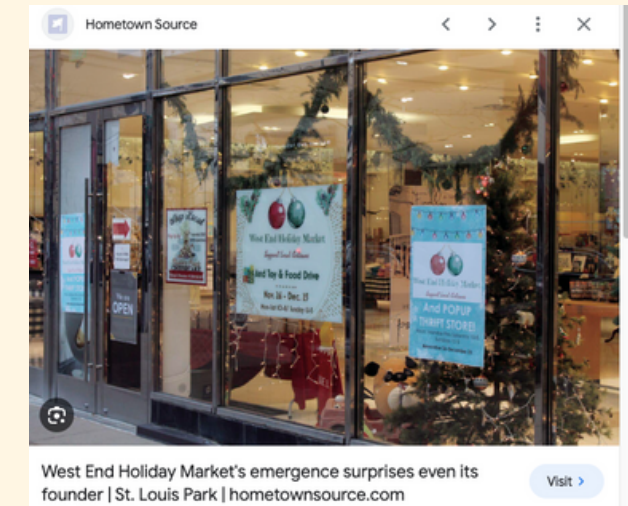


# COMMUNITY AND CHARITY

**\$250,000 GIVEN**  
**24,000 TOYS COLLECTED**  
**36,000 LBS OF FOOD COLLECTED**  
**54 THEATRES SUPPORTED**  
**3300 CHARITY EVENTS SPONSORED**  
**8000 FOOT STORE DEDICATED TO ARTISTS**

At Muddy Paws Cheesecake, we're all about giving back to our community. We organize annual events that unite people and collect funds, food, and toys for STEP Emergency Services. Our founder, Tami, is a Pre-Veterinary School graduate and a passionate animal advocate, and we've donated over \$250,000 in sponsorships and donations to animal rescues, STEP St. Louis Park, and countless local charities. Theatres hold a special place in our hearts, and we've supported Brave New Workshop, Listen To Your Mother performances, and many other local theatre groups for over 30 years. We've also donated cheesecakes and silent auction donations to thousands of charity events. In 2021, we opened West End Artisan, a store that supports local artists. In 2018, we helped launch The Nest, a coffee shop that gave high school students a safe, fun, and interactive place to go after school to have coffee, study, and learn small business skills.

**At Muddy Paws Cheesecake, we're driven by a passion for a purpose.**





# ABOUT THE CHEESECAKE

## CRAFTED JUST LIKE GRANDMA USED TO:

OUR PRODUCTS ARE MADE FROM SCRATCH, IN SMALL BATCHES, USING ONLY THE FINEST INGREDIENTS. FROM START TO FINISH, THEY TAKE 24 HOURS TO CRAFT.

**Unmatched Authenticity:  
Our Handmade Cheesecake  
is Second to None**



Our bakery is one of the few remaining cheesecake makers that create genuine articles - no fillers, no high-speed machines, just pure, top-quality ingredients baked by hand. It's no wonder our cheesecake is considered the best in the world. We never compromise quality.

**222 FLAVORS**

**THE ONLY VEGAN AND GLUTEN FREE FDA LICENSED BAKERY IN THE WORLD**

**OVER 400 OTHER FLAVORS DEVELOPED**





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-Tami





# THANK YOU FOR TAKING THE TIME HEAR OUR STORY.

Every day is a new opportunity for us to create a special experience for our customers and be part of their story. We strive to bring joy daily and treat each customer as a friend. We strive to improve the world, one cheesecake at a time. I wake up each day excited to begin more stories.

At our bakery, it's not just about the quality of our cheesecakes but also about the memories that they create.

We love hearing stories from our customers about how our cheesecakes have become a part of their family traditions, brought smiles to their loved ones' faces, or made their day a little sweeter. These stories inspire us to innovate, improve, and spread joy with our delicious treats.

So come on in, have a slice of cheesecake, and help us make some new memories together! - **Tami**



612.718.3525

[Yummy@MuddyPawsCheesecake.com](mailto:Yummy@MuddyPawsCheesecake.com)

[MuddyPawsCheesecake.com](http://MuddyPawsCheesecake.com)



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[www muddypawsc cheesecake.com/](http://muddypawsc cheesecake.com/)  
[facebook.com/MUDDYPAWSCHEESECAKE](https://facebook.com/MUDDYPAWSCHEESECAKE)  
[instagram.com/muddypawsc cheesecake/](https://instagram.com/muddypawsc cheesecake/)  
 Scan to visit the shop



# Fun FACTS

## 01

### Passion & Purpose

Tami is a woman who has been on a mission to make the world a brighter place for humans and furry friends. From a young age, she globe-trotted with her dad, lending a hand to those in need across 80 countries. Armed with a heart for service and a degree in pre-veterinary medicine, she founded Muddy Paws Cheesecake, where every slice is a slice of joy. She has a goal to give back in the most delicious way possible! She is a single mom to four amazing children and five rescue animals.

**We aren't just a little cheesecake bakery.**

## 04

### West End Artisan

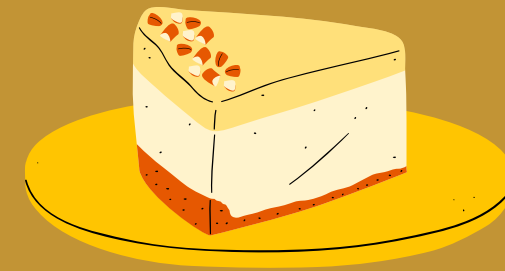
Tami (MPC Sponsored) opened an 8000-square-foot artists' market at the shops at West End in 2021. This initiative aimed to provide local artists a platform to launch their businesses. The West End Artisan has flourished, with 58 artists showcasing their work at the market.

## 02

### Celebrity Cheesecake

**Muddy Paws Cheesecake is no stranger to the spotlight.**

It's no secret that Muddy Paws Cheesecake has made a name for itself in the culinary world. This delectable treat has graced the tables of the Emmy Awards. It has been savored by George Lucas, Taylor Swift, Hugh Hefner, Prince, Dustin Hoffman, Al Roker, President Obama, and countless other notable figures. Not to mention, it's been featured on the Food Network and The Jason Show and has made numerous appearances on local television channels, podcasts, and radio networks.



## 03

### Pandemic

**Muddy Paws: An Essential Business That Cares**

During the pandemic, Muddy Paws remained open as an essential business and provided support to those in need. We donated to hospitals, nurses, and individuals who struggled to pay. Our complimentary delivery service and cheesecake made many smiles, with over \$50,000 in delivery fees covered. We also hosted outdoor events with our food truck, maintaining social distancing protocols. To celebrate the end of the pandemic, we organized a PI DAY event that drew in over 6,000 visitors, with a line that circled the block for a mile!