Cake Labs Press Kit

Orlando, Florida | September 2026

EXPERIMENT · DISCOVER · SHARE

A little cake. A lot to discover.

Cake Labs makes individual cakes inspired by the joy of discovery. Familiar flavors meet playful names, small-batch baking, and a market experience designed to invite curiosity from kids and grown-ups alike.

Founded in Orlando by Adam DeWolfe with co-founder and chief architect Zach Deptula, Cake Labs is preparing for its first public market appearances. Its opening collection ranges from vanilla and confetti to coconut, strawberry, pumpkin, and chocolate.



Atomic Theory | Chocolate cake, ganache and chocolate curls

The story

Cake Labs turns a dessert choice into a small experiment. Each cake has a distinct flavor identity and a name that gives people something to talk about before the first bite. The concept grew from Adam's interest in making food feel participatory: guests can explore a changing menu, choose toppings where offered, and share what they discover.

A planned Junior Research Center will bring that idea to families at select markets, with parent-guided activities that invite children to imagine flavors and record their findings. Its launch location and schedule have not yet been announced.

At a glance

Based in

Orlando, Florida

What it makes

Individual cakes in a rotating, science-inspired collection

Founded by

Adam DeWolfe; Zach Deptula, co-founder and chief architect

Where to find it

Public market plans in progress; dates to be announced

Press contact

Adam DeWolfe | adam@cakelabs.store | cakelabs.store

Interviews, current product details, fresh samples, and original image files are available by arrangement.

Cake Labs Menu and Media Notes

CAKE LABS

Current planned opening collection | September 2026

Menu and availability may change before the first market. Prices below are planned retail prices.

Blank Slate	$7	Vanilla sponge with whipped vanilla white chocolate ganache.
Confetti Protocol	$7	Vanilla sponge with sprinkles and whipped vanilla white chocolate ganache.
Island Theory	$10	Coconut sponge with coconut cream cheese frosting and toasted coconut.
Berry Curious	$10	Strawberry sponge with strawberry cream cheese frosting, white chocolate curls and strawberry dust.
Autumn Hypothesis	$10	Pumpkin spiced cake with vanilla cream cheese frosting.
Atomic Theory	$10	Chocolate sponge with chocolate ganache and chocolate curls.

Ready to use descriptions

SHORT DESCRIPTION

Cake Labs is an Orlando-based maker of small-batch individual cakes with playful, science-inspired names and flavors. Founded by Adam DeWolfe with Zach Deptula, it is preparing to bring its first collection to local markets.

LONG DESCRIPTION

Cake Labs brings a spirit of discovery to individual cakes. Its planned opening collection includes vanilla, confetti, coconut, strawberry, pumpkin and chocolate creations, each presented as its own experiment. The Orlando company was founded by Adam DeWolfe with co-founder and chief architect Zach Deptula. Cake Labs is preparing for public market appearances and developing a Junior Research Center that will invite families to explore flavors and share their ideas.

Interview starting points

- Why Adam chose individual cakes as the format for Cake Labs.
- How the menu balances familiar flavors with a sense of discovery.
- What children and families will be able to do at the planned Junior Research Center.
- The path from recipe testing and a school bake sale to the first markets.

Images and sampling

The Atomic Theory image in this kit is a Cake Labs product photo. For publication, request the original file and confirm the desired credit and crop. Fresh samples can be coordinated directly with Adam; please allow time to arrange a current batch.