

**FOR IMMEDIATE RELEASE**

**Wilton Returns to The Inspired Home Show with Exciting New Endeavors**

**Chicago, IL – March 2, 2025** – After a five-year hiatus, Wilton is excited to return to the 2025 Inspired Home Show, taking place March 2-4, 2025, at McCormick Place in Chicago, IL. Attendees are invited to visit the Wilton booth #S3136 in the Dine + Décor Expo to experience a range of exciting new products, live baking and decorating demonstrations as well as an introduction to the brand’s new look and feel.

Wilton will debut several major updates and initiatives, including:

* **A Full Brand Redesign**: A fresh, modern look to the iconic, industry-leading brand that reflects the company’s commitment to inspiring creativity and innovation among a new generation of bakers and decorators.
* **Innovative New Products**: Attendees can get a sneak peek at the new Ready-to-Use Icing Pouches launching later this year, which have already been recognized as a finalist for the prestigious GIA awards, as well as new bakeware products and rebranded product packaging, including special limited-edition seasonal packaging
* **Wilton Sweet Studio**: A new educational initiative offering world-class baking and decorating classes at the company’s headquarters in Naperville, IL. The studio aims to reinforce Wilton’s longstanding commitment to empowering bakers of all skill levels to create beautiful treats.

"At Wilton, our mission is to inspire bakers and decorators with trusted products, creative ideas, and exceptional educational opportunities," said Declan O’Leary, President at Wilton. "We’re thrilled to return to the Inspired Home Show with an exciting range of new offerings and a revitalized brand to share with our customers, partners, and fellow enthusiasts."

Wilton invites all attendees to stop by booth #S3136 to explore the new products, learn more about the Sweet Studio educational platform including hands-on demonstrations, and connect with the Wilton team to discuss upcoming initiatives and collaborations.

For more information about Wilton, visit [www.wilton.com](http://www.wilton.com).

**About Wilton**

Since 1929, Wilton has been a pioneer in bakeware, decorating, and education with a commitment to making baking and decorating accessible and enjoyable for all. Today, Wilton continues to champion adding sparkle and fun to any occasion with an array of renowned baking and decorating products in over 105 countries and skill-building classes at the Wilton Sweet Studio. From avid bakers to novice beginners, Wilton's expansive product line and expert guidance are designed to help create sweeter moments. Be inspired at [www.wilton.com](http://www.wilton.com).

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