

**FOR IMMEDIATE RELEASE**

**DATE: AUGUST 27, 2002**

**FINALE LAUNCHES WWW.FINALEDESSERTS.COM  
CHEF NICOLE COADY ACCEPTING FAVORITE DESSERT SUGGESTIONS  
BEST DESSERT TO BE ADDED TO FINALE MENU**

Finale Dessert Company has launched [www.finaledesserts.com](http://www.finaledesserts.com).

In a clean and simple way, **[www.finaledesserts.com](http://www.finaledesserts.com)** features photographs of desserts, sample menus, restaurant hours, reservations policy, directions, the story of Finale, awards and a way to get in touch with us.

IdentityOne ([www.identityone.com](http://www.identityone.com)) of Boston developed and designed the site.

**Web Site Dessert Challenge.** To inaugurate [www.finaledesserts.com](http://www.finaledesserts.com), we are challenging all dessert lovers to visit the site and to make a suggestion for a new dessert. Favorites, old, new, cutting edge, traditional, European, ethnic—all are welcome.

At the end of the summer, Chef Nicole Coady will choose the best one and present it on the fall menu. The winning creator will get the distinct honor of naming the dessert and the pleasure of having his or her dessert and eating it, too.

To submit a dessert suggestion, go to [www.finaledesserts.com](http://www.finaledesserts.com) and click on Contact Us. Do so by September 15, to be included.

Finale opened in July of 1998 in Boston's Back Bay. It is a leading branded specialty restaurant featuring fine dining styled desserts, including the company's signature Molten Chocolate Cake. Finale has received much recognition from the Food Network, *Bon Appetit*, and *Newsweek*, among others, for its award-winning desserts and unique concept.

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