



It's A Sweet World Premieres on October 14 Featuring the Owners of Bea's Bakery in Los Angeles

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Adaeze Nwanonyiri and Lenny Rosenberg, the married duo and new owners of the iconic Bea's Bakery in Los Angeles will share their culinary and design expertise on their new TV show *It's A Sweet World* premiering October 14 on Jewish Life TV, Amazon, Tubi, Zimo, Freevee, Pluto and more. The six episodes will air weekly and showcase multi-cultural events which they curate to perfection. With Lenny's background in his family's Jewish baking business combined with Adaeze's Nigerian heritage (she has brought special ingredients such as kola nuts to their desserts) and design skills, they each bring something special to the table.

Jewish Life TV Executive Vice President Brad Pomerance shares, "I know that people will connect with this dynamic duo and the amazing work that they create together along with learning about each couple's perspectives on tradition, love and committing to success together." Cohosts Lenny and Adaeze describe the show: *It's A Sweet World* is an absorbing multi-cultural experience helping people to feed their souls with baking and design installations. Whether it's making the perfect Tres Leches for Cinco de Mayo or red velvet kola nut cupcakes for Juneteenth, the show presents the perfect dish for any occasion.

Before taking ownership of Bea's Bakery in 2022, Lenny and Adaeze rebranded 50+ restaurants and bakeries under their company, LARS, which specializes in reviving businesses in the culinary world. Through Lenny's expertise in business operation optimization and Adaeze's advanced knowledge in menu curation and interior design, the dynamic duo has established themselves at the forefront of the culinary industry. The work of LARS can be seen from coast to coast, such as Strathmore Bagels and Viking Bakery in the tri-state area, to Marmalade Cafe and Mayer's Bakery in California.

Along with the 'It's A Sweet World' premiere, Rosenberg and Nwanonyiri will debut a 60-recipe cookbook with the same title under Mango Publishing this December. The book will highlight the multicultural recipes that have made Bea's Bakery the recipe melting pot that it is today. In addition to the cultural anecdotes and recipes, the book will feature a foreword by delicatessen legend Ziggy Gruber and Shelly Azoff. Recipes will range from Bea's iconic ube challah, to staple desserts such as sweet potato pie. With an additional emphasis on gluten-free and low sugar options, recipes will be accessible to people of all diets. With data showing the resurgence of home baking and the upcoming holiday season, the 'It's A Sweet World' cookbook will be sure to enrich the library of any baking enthusiast.

Raised in Long Island, Lenny Rosenberg was born and raised in a family of bakers and culinary experts that gave him the foundation for his career. Starting his work in the restaurant industry at seven years old, he quickly picked up the skills and rebranded his first bakery at the age of 17. After many years of success on the east coast in rebranding and developing, he expanded his business to the west coast where he met Adaeze Nwanonyiri. After meeting Adaeze, the two founded LARS and their journey of creating successful bakeries and restaurants together began.

It's A Sweet World Trailer - <https://www.youtube.com/watch?v=V1xUFJNiXN4>, Bea's Bakery Website - <https://www.beasbakery.com/>, Press Deck - <https://www.dropbox.com/s/owvfjv3m0u3pj96/LENNY%20ROSENBERG%20AND%20ADAEZE%20NWANO%20NYIRI%20Press%20Kit.pdf?dl=0>.

Those interested can contact Elizabeth Much with the E2W Collective at PHONE: 310-963-8050. Or Joseph Macario with the E2W Collective at PHONE: 631-428-5743.

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Bea's Bakery

Bea's Bakery co-owners Lenny Rosenberg and Adaeze Nwanonyiri cohost the upcoming new TV show "It's A Sweet World" premiering on Oct. 14 on Jewish Life TV

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