



For Immediate Release

Nothing Bundt Cakes to Join Flemington Marketplace in Flemington, N.J.

Levin Inks Another Sweet Lease with Specialty Cake Company

FLEMINGTON, N.J. (June 10, 2025) – [Nothing Bundt Cakes](#), the nation's largest specialty cake company, is set to join [Flemington Marketplace](#) in Flemington, announced [Levin Management Corporation \(LMC\)](#), exclusive leasing and managing agent for the property. The popular bakery brand will occupy 1,750 square feet at the 239,000-square-foot community shopping center located at 325 Route 202, just off the Flemington Circle.

LMC Senior Leasing Representative Vanessa Kelty arranged the lease on behalf of property ownership. Stacy Fanelli and Jamie Sackeim of TSCG represented Nothing Bundt Cakes.

The new shop will feature handcrafted bundt cakes in a variety of flavors and sizes, including eight- and 10-inch bundt cakes, personal-sized Bundtlets and cupcake-sized Bundtinis. Nothing Bundt Cakes also sells retail items including party supplies, décor and gifts. The Flemington shop is owned by Hansraj Agrawal and Steven Pavlounis, the same experienced operators behind five additional Nothing Bundt Cakes bakeries in New Jersey, including a location at the LMC-managed St. Georges Crossing in Woodbridge.

"Customers to our new Flemington location will enjoy exceptional customer service along with an assortment of great tasting cake products that are unlike anything else in the marketplace," noted Agrawal, adding that he and Pavlounis were drawn to Flemington Marketplace's complementary tenant mix and prime location. "Our goal is to bring joy to the community."

Founded in 1997, Dallas-based Nothing Bundt Cakes has grown to 700 locations throughout more than 40 states and Canada. This latest lease marks the third New Jersey location LMC has secured with the brand. In addition to Flemington Marketplace and St. Georges Crossing, Nothing Bundt Cakes also has a presence at the LMC-managed Aldrich Plaza in Howell.

“Dessert concepts are a growing retail category, and Nothing Bundt Cakes has emerged as a standout leader,” said Kelty. “This bakery will be a delightful draw for shoppers and a perfect fit to the community.”

The Nothing Bundt Cakes commitment comes at a pivotal time for Flemington Marketplace, which has just one remaining availability with a lease in negotiation. The shopping center is experiencing renewed momentum with Target coming soon as a new anchor tenant. This highly anticipated addition is expected to further elevate the property’s regional appeal. Flemington Marketplace features a strong retail lineup including co-anchors Kohl’s, Michaels, and ALDI. Chili’s, Panera Bread, Poke Café and Cold Stone Creamery round out its vibrant dining mix. The center attracts 1.9 million visitors annually, according to Placer.ai.

For seven decades, North Plainfield, N.J.-based LMC has served as a trusted, vertically integrated commercial real estate services provider for institutional and private owners. Its diversified, retail-focused leasing and management portfolio includes 125 properties totaling almost 16 million square feet in the Northeast and Mid-Atlantic states.

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