Cheesecake Funk Celebrates One Year With Visit From Legends Jimmy Jam & Terry Lewis

A Prince-inspired Minnesota business story comes full circle as Cheesecake Funk celebrates its first anniversary in Excelsior, MN.



Jimmy Jam and Terry Lewis Visit Cheesecake Funk During Their Minnesota State Fair Homecoming

EXCELSIOR, MN, UNITED STATES, September 14, 2026 / EINPresswire.com/ -- What started with a cheesecake in the refrigerator at Paisley Park has grown into a Minnesota business with its own storefront, loyal customers and a growing place in the legacy of Minnesota's extraordinary creative culture. Now, one year after opening Cheesecake Funk Bakery, founder Vanessa Drews is celebrating another remarkable chapter in her journey—one that recently brought two of the architects of the Minneapolis Sound, Jimmy Jam and Terry Lewis, through the doors of her Excelsior bakery. For Drews, the moment was more than a celebrity visit. It was a full-circle Minnesota moment.

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>
> *Vaness Drews*

A story that began at Paisley Park with Prince has now intersected with two of the musicians who helped make Minneapolis a globally recognized force in music. "When I heard that Jimmy Jam and Terry Lewis were bringing an all-star lineup to the Minnesota State Fair to celebrate the Minneapolis Sound, I called my media agency representative, Monique Linder of OMG Media Solutions, and asked her to make the request for Jimmy Jam and Terry Lewis to visit," said Drews. "The next thing I knew, Jimmy Jam and Terry Lewis were walking into Cheesecake Funk. It was a blast to welcome two of the greatest musicians in history, who created so many hits with some of the greatest artists of our

generation. It was truly a dream come true."

THE PRINCE CONNECTION THAT STARTED IT ALL

Long before Cheesecake Funk had a storefront, Drews was part of the Paisley Park experience. In 2013, she had the opportunity to work at Prince's legendary creative sanctuary in Chanhassen, welcoming guests, supporting concerts and selling merchandise while helping create what she calls a memorable "Purple experience."

But it was her turtle cheesecake recipe that unexpectedly opened another door.

"One day I shared my cheesecake with staff and members of NPG, and, lo and behold, Prince found my cheesecake in the fridge," Drews recalled. "As they say, the rest is history." That moment became part of the inspiration behind Drews' decision to transform her passion for cheesecake into a business.

Today, Cheesecake Funk is sold in the café at Paisley Park—bringing Drews' entrepreneurial journey back to the place that holds great history.

FROM SHARED KITCHEN SPACE TO HER OWN BAKERY

Building Cheesecake Funk did not happen overnight. For nearly six years, Drews rented commercial kitchen space within the Minneapolis Marriott Southwest hotel in Minnetonka, Minnesota. That partnership gave her the opportunity to continue to develop her product, while continuing to partner with many restaurants, hotels and consumer-direct across the Twin Cities. This one-of-a-kind partnership between the Minneapolis Marriott Southwest hotel and Drews allowed for Cheesecake Funk to grow in the most organic way.

Increased demand eventually made it clear that Cheesecake Funk needed a home of its own. Drews began searching for the right location and the resources necessary to build out a fully equipped commercial kitchen and bakery storefront. The path was not without obstacles. After encountering challenges in securing financing, when banks failed believe that Cheesecake Funk would succeed in a retail location, Drews connected with Neighborhood Development Center (NDC). NDC recognized the viability of the Cheesecake Funk business and its product and helped fund the project, providing the support necessary to move Drews' dream from concept to storefront. One year later, that dream is still growing.

MORE THAN CHEESECAKE—A MINNESOTA STORY

The Cheesecake Funk story is part of a larger Minnesota tradition: taking creativity, culture and an original idea and turning it into something that can reach the world. Prince did it through music. Jimmy Jam and Terry Lewis did it through production and songwriting. Vanessa Drews is doing it through cheesecake.

And all three stories share something fundamental—the courage to create something that did not exist before.

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Guests are invited to come celebrate one year of Cheesecake Funk—and experience a piece of a uniquely Minnesota story. Official Cheesecake Funk Merchandise can

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