



# THE CUPCAKE CRAZE

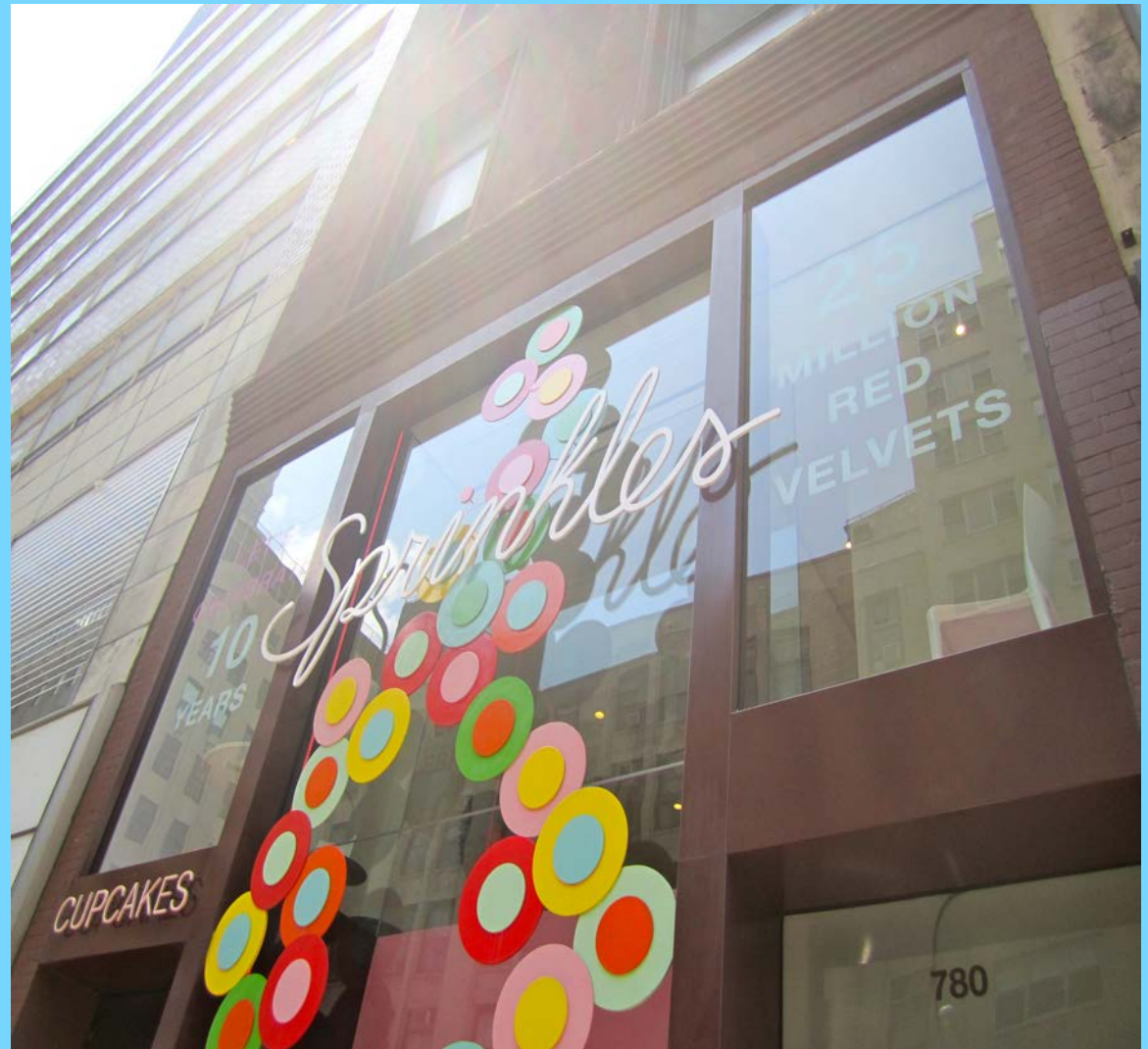
By: Hailey Hirsch



I am sure you have heard of the cupcake craze. People are going crazy for cupcakes they have even come up with a cupcake ATM. Cupcake bake shops are trying to one up each other with the next best cupcake related item that makes the whole world go crazy.

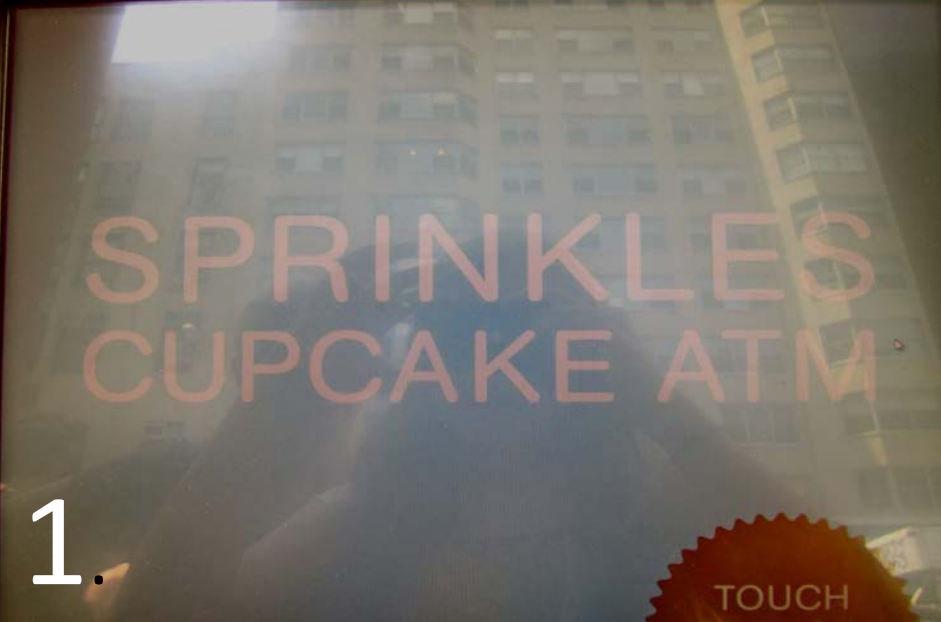


I believe that each cupcake shop has a unique and a different spin on cupcakes. In an interview with an employee at *Sprinkles Cupcake Shop*, she said "I think Sprinkles is different because of all of the flavors we offer, our flavors are some you can only find here at Sprinkles. Also in the beginning of the day all of our ingredients are freshly made, at the end of the day we donate our cupcakes so they do not go to waste. The cupcake ATM is something we are most known for."



She also said, “Candice (The owner/a judge on Cupcake Wars) really did well on that. She wanted a 24 hour cupcake machine so she could get cupcakes whenever she needs or wants them.” In my experience with the sprinkles ATM I thought that the idea was very original and it was done very well.







Also I interviewed an employee at Two Little Red Hens who said, “I think we are very different and that is why I love working here. I have worked here for four years and I don’t plan on leaving this job any time soon. We’re very different because our bake shop is run by a mother and son who really make the cupcakes with love and make our bakery better.”







*Baked by Melissa*

In an interview with an employee at *Baked by Melissa* she said, “What makes us different is our bite size cupcakes. We think that is something special that no one else has done.” Now you can see how the cupcake shops are very original and each have something unique about them.







It is not just the individual shops that are so different, the cupcake its self is a work of art in my opinion. The cupcake is something way off that has become something that will never be forgotten. According to Google trends the cupcake has been high above any other treat for 10 years, with other desserts coming close like the French macaroon but never beating the cupcakes amazing "status." One time I ate a cupcake and it was very good it made me want to eat one every day. This shows me why a lot of people like the cupcakes and buy them a lot.



Because so many people buy cupcakes that is what started the craze. Sprinkles sell about 1000 cupcakes in a day. This makes me wonder whether all of the profit is from the owner being on Cupcake Wars and the name being said on every episode of the show. I think this would have a big impact on tourists visiting the city who want to go in. Also people use the ATM and get cupcakes. According to [crazycupcakes3.weebly.com](http://crazycupcakes3.weebly.com), Sprinkles sells over 25,000 cupcakes a day! They sell from twelve different locations. Two Little Red Hens sells about 300 cupcakes in a day.

I think they are doing a great job and their cupcakes are great and for a small cupcake shop. According to *Parada for Breakfast (Americas cupcake obsession)*, Georgetown Cupcakes sells around 6000-12000 cupcakes in a day. In my opinion people spend a lot of time on cupcakes and out of the hundreds of cupcake shops these few sell many cupcakes a day. That makes me wonder how many cupcakes in the world are sold in a day.

I hope you can now  
see why people are  
part of this craze also  
why people are  
obsessed and what  
they would do for the  
cupcakes.

