



# CUPCAKES



EACH ONE IS SPECIAL!

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I WANTED TO KNOW HOW ALL THE BAKERIES  
MAKE THEIR STORE UNIQUE. I DECIDED TO  
FOCUS ON CUPCAKE STORES. HERE IS WHAT  
I FOUND OUT.



# SPRINKLES



**SPRINKLES BAKERY** MAY SOUND LIKE THEY SPECIALIZE IN SPRINKLES BUT THEY DON'T. THEIR SIGNATURE STYLE IS THE DOT. THEY HAVE A DIFFERENT COLOR OF DOT FOR EACH FLAVOR.

# TWO LITTLE RED HENS



This is a chocolate pudding filling in the cupcake  
Brooklyn Blackout.



I had to buy these cupcakes to take a picture of them out side of the glass  
But I could not buy them. 🚫

**TWO LITTLE RED HENS** STANDARD WAY OF  
DECORATING CUPCAKES IS A SWIRL OR  
SMOOTH CREAMY LAYER OF ICING AND  
SOMETIMES SPRINKLES.



# CRUMBS



Here is the big cupcake. Compared to the normal sized cupcake. I also had to buy these cupcakes to take a picture of them out side of the glass But I could not buy them because who would eat the big cupcake?



**CRUMBS BAKERY** WANTED TO MAKE THEIR STORE AS UNIQUE AS POSSIBLE. SO THEY CAME UP WITH THE BIG CUPCAKE. CRUMBS ALSO LIKES TO MAKE CRAZY FLAVORS LIKE TIRAMISU.

# PIPS PLACE



This is how the cupcakes look behind the glass. This is how they show their cupcakes .

**PIPS PLACE'S CUPCAKES ARE SPECIAL BECAUSE THEY LOOK HAND MADE. THEY WANTED THE RUSTIC LOOK. THEY DID NOT WANT THEIR CUPCAKES TO LOOK LIKE THEY WERE MADE BY A MACHINE.**





**NOW ITS TIME TO EAT!!!**

There are different ways to make cupcakes special. I went to 4 different stores to find this out. What I learned was you could make a cupcake special by adding a flavor that no one else could think of, you could make a crazy design or just make the cupcake a style that everyone would love. So here I want to tell you all about the owners and stores I looked at to study about how to find the different ways you could make a cupcake special. Read on and find out.

### Sprinkles

Sprinkles cupcake store was found in 2005. Ever since then it was extremely successful. But how exactly did the cupcake bakery start? It all started with the owner of sprinkles named Candace Nelson. She is 37 years old. Candace always wanted to sell fancy big cakes for things like birthday parties or weddings. She realized that fancy cakes would not sell well because they are for rare occasions. So she decided to start a cupcake store. That's how Sprinkles cupcake store came to be.

### Two Little Red Hens

Two Little Red Hens is a very well known bakery. It has a ten out of ten rating by New York Stores. Two Little Red Hens was founded in 1992 in Brooklyn. Mary Louis Clemens is the owner. Mary wanted to start a bakery with all different kinds of desserts. So she did. At first she was very proud of her pies but then became very proud of her cupcakes too. When I interviewed one of the workers at Two Little Red Hens she said that Mary and all the bakers are proud of their cupcakes. They want everyone to try their delicious cupcakes.

### Crumbs

Crumbs bakery is one of my favorite bakeries. It has the best creamy fillings in their cupcakes. Crumbs was founded in 2003. Crumbs was started by Jason and Mia Bauer. Jason was a businessman and Mia was a baker. Can you connect the dots? It's a perfect match of owners for a bakery. One knows how to get all the customers and make the money and the other of course can bake the most delicious cupcakes. That's why Crumbs is so successful.

### Pips Place Gluten Free Bakery

Pips Place may not make their cupcakes look or taste special but they are special in their own way because they are gluten free. Gluten free means that their cupcakes do not include wheat products. The cupcakes are made with ingredients without wheat. But why did the owner decide to do this? The owner's daughter Olivia (nicknamed Pippy) was diagnosed with celiac disease. It's a disease where your body can not digest wheat or any gluten. The owner was sad that her daughter could not eat all the sweets she wanted so she opened up the Pips Place bakery.

There are many ways to make a cupcake special. It's not only the stores that could do this. You could try it at home. I hope you learned a little something about each store.