

CALGARY HERALD

Oh, how sweet! It's a cupcake war; Tasty treats taking over Victoria

Carla Wilson

May 2

Sure, cupcakes are cute.

But underneath all that pretty pastel frosting, there's a battle brewing in Victoria as more cupcake entrepreneurs enter the fray to win sweet teeth.

Greater Victoria is setting itself up for its own version of Cupcake Wars with at least five businesses dedicated to the tasty treats, not to mention the dozens of bakeries who make them as sidelines. Today's cupcake craze is fuelled by three reality television shows, including the made-in-B.C. Cupcake Girls.

In the contest to tickle taste buds, cupcakes come big or small, vegan-style, gluten-and dairy-free and some come injected with pudding and jellies.

You can pick them out in a store or online -even have them delivered. Cupcakes are even catching election fever. A Toronto bakery is selling cupcake toppers with pictures of the national leaders.

A Google search on cupcakes returns a staggering 38.8 million results.

The newest entry to the Victoria market is the franchise Cupcakes at Uptown in nearby Saanich, B.C.

"We have sold out almost everyday of all of our flavours," says Kelsi Stolz, who opened the store April 11 with husband Ryan.

The Uptown Cupcakes location is the seventh to open in the province.

The Vancouver-based chain was started in 2002 by former Victoria residents Heather White and Lori Joyce, stars of the Gemini Award-winning program Cupcake Girls, who was to film from the new store during a grand opening on April 30.

A sweet smell greets a steady flow of customers buying cupcakes with fanciful names such as Mint Condition, Lemon Drop, Koo Koo and Obsession.

"I'm definitely attracted to the pastel-perfect icing and the cute factor," Stolz says.

View Royal's Theresa Baeza started up Cupcake Heaven six months ago, with help from her mother and sister. Coming from a family of artists, Baeza considers cupcakes her creative outlet.

Along with cupcakes made with wheat flour, Baeza bakes gluten-free, dairy free and vegan cupcakes, as well as cakes, at a kitchen in nearby Sidney, B.C.

Flavours include Chai spice, butter pecan, Mexican chocolate, plus several kinds of frostings, as well as fillings such as hazelnut truffle, raspberry mousse and caramel.

Why are cupcakes so popular these days? "I think it is the serving size and the convenience of not having to cut a cake up," she said. Since opening Pink Sugar Cupcakery in the summer of 2008, Adrienne Jopp moved to a downtown location the following year from a tiny space. "We have seen a lot of growth," she said.

Featuring dairy-and eggfree cupcakes, Jopp figures cupcakes are popular because "there's a bit of whimsy and a nostalgia aspect to it."

Pink Sugar's cupcakes include chocolate-orange, peanut butter, red velvet, and special "man cakes."

The Mackenator -maple and bacon cake topped with maple frosting and bacon bits -is especially popular for birthdays, Jopp said.

Other bakeries specializing in cupcakes include Crumbsby's Cupcake Cafe, popular with young parents because it features a play area for children.

And Ooh la la Cupcakes has grown to three stores.



Kat and Ryan Stole recently entered Victoria's crowded cupcake market.

Oh, how sweet! It's a cupcake war

Tasty treats taking over Victoria

CHRIS WELTON
Victoria News

Small, delectable and easy to eat, cupcakes are taking over Victoria's sweet market. The tiny pastries are being sold by dozens of bakeries and are now a staple at many social events. The tiny pastries are being sold by dozens of bakeries and are now a staple at many social events.

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Along with cupcakes made from flour, sugar and eggs, the tiny pastries are being sold by dozens of bakeries and are now a staple at many social events.

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