

The Growing Popularity Of The Cupcake Food Trend

America's love affair with the cupcake has been growing since mothers began shipping children to school with the perfect birthday treat for class parties. But bakers and sweet-toothed Americans agree that what was once a love for the delicious sweet treats has grown into a national obsession. At first the cupcake craze was thought to be a trend, but it has now proven to be a legitimate mainstream industry nationwide.

Specialty cupcake bakeries have been popping up all over the country over the past few years. The hit HBO series *Sex and the City* is credited with introducing New York City's famous Magnolia Bakery cupcakes to the world. However, the Big Apple isn't the only city that possesses cupcake bakeries that draw in hundreds of customers each day. From Los Angeles to New York and all the cities in between, specialty cupcake spots dish out their own unique flavors of the sweet petite treat.



The cupcake industry doesn't settle for the good old vanilla cupcake with chocolate icing. Bakers across the country experiment with flavors and ingredients that deliver cupcakes that

are not only sweet, but sometimes savory and zesty. Check out some of the unique flavors, and their creators, that we found at different bakeries across the United States:

Over The Rainbow Cupcakes Palm Springs, CA

Over The Rainbow's specialty, Chocolate Covered Potato Chip Cupcake is the perfect mix of sweet and savory, combining a chocolate cake with chocolate butter cream icing topped with potato chip flakes and a chocolate covered potato chip.

Babycakes New York City, NY

Offering all-natural, organic alternatives free from the common allergens wheat, gluten, dairy, casein and eggs,

Babycakes Bakery NYC stands out in a city of cupcakes overflowing with flour and sugar. A Babycakes customer staple is the vanilla cupcake with zesty lemon icing that is gluten, dairy, egg and soy free.



Georgetown Cupcakes Washington, DC

The District's first cupcakery is no stranger to long lines of cupcake lovers circling the block at their their Georgetown location. The must have at this D.C. sweet spot is the Chocolate Ganache cupcake. This award winning Valrhona chocolate cupcake with a thin layer of Callebaut chocolate ganache icing topped with a fondant flower has taken the top spot in the hearts of many capitol cupcake fanatics.

The Cupcake Bar Cary, NC

This custom cupcake bakery specializes in cocktail-themed treats including the margarita, a delicious orange cake topped with lime frosting. This cupcake bar has something for everyone ranging from the classic tasting rum and coke cupcake to the flavorings of a mojito, grasshopper or strawberry daiquiri.

Saint Cupcake Portland, OR

Featuring their own take on a rock legends favorite, Saint Cupcake Bakery serves hundreds of "Fat Elvis" cupcakes each week. The banana chocolate chip pound cupcake is topped with a salty/sweet peanut butter fudge and finished with a single banana chip, serving as Saint Cupcake's tribute to Elvis' favorite peanut butter and banana sandwich.

More Cupcakes Chicago, IL

This "modern art museum meets cupcake boutique" sheds the traditional cupcake roots of swirls and sprinkles to deliver customers with sophisticated and luxurious miniature treats. More's signature Lemon Meringue cupcake brings together a delicious lemon cake with a lemon center topped with lightly browned meringue.

The Atlanta Cupcake Factory Atlanta, GA

Exclusively for the adult cupcake lover, The Atlanta Cupcake Factory features its signature Guinness cupcake. The world famous beer heads the list of ingredients to create a moist chocolate cake. Topped off with Bailey's Irish Cream frosting and it's easy to see why this cupcake is the favorite choice many of the Factory's customers... 21 years of age and older of course!

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