

# Who Can Resist a Cupcake?

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Who can resist a cupcake? Not me!

Since their creation, cupcakes have become a pop culture trend in the culinary world. They have spawned dozens of bakeries devoted entirely to them. While chocolate and vanilla remain classic favorites, fancy flavors such as raspberry and espresso fudge can be found on menus. There are cookbooks, blogs, and magazines specifically dedicated to cupcakes.

In the early 21st century, a trend for cupcake shops was reported in the United States, playing off of the sense of nostalgia evoked by the cakes. In New York City, cupcake shops like [Magnolia Bakery](#) gained publicity in their appearances on popular television shows like HBO's [Sex and the City](#). In 2010, television presenter [Martha Stewart](#) published a cook book dedicated to cupcakes.<sup>[5]</sup>

Cupcakes have become more than a trend over the years; they've become an industry. Rachel Kramer Bussel, who has been blogging about cupcakes since 2004 at Cupcakes Take the Cake, said that "in the last two years or so, cupcakes really exploded" with more cupcake-centric bakeries opening nationwide.

From Wikipedia, the free encyclopedia:



A **cupcake** (also [British English](#): **fairy cake**; [Australian English](#): **patty cake** or **cup cake**) is a small [cake](#) designed to serve one person, frequently baked in a small, thin paper or aluminum cup. As with larger cakes, [frosting](#) and other [cake decorations](#), such as [sprinkles](#), are common on cupcakes.

Although their origin is unknown, recipes for cupcakes have been printed since at least the late 12th century.<sup>[\[citation needed\]](#)</sup>

**Okay, Okay enough already** about the history of cupcakes.

Bottom Line..... They are fun, guiltless little or not so little bits of cake and creamy fillings and smooth buttercream that make everything about life better! You can eat it on the way to the car, in the car, anywhere and almost everywhere and even on your way back to your office from your afternoon coffee break. Life is all about balance. Cakes are grand and nothing takes the place of a perfect slice of Heavenly cake, but having a few Gourmet cupcakes, from Heavenly Sweets Cakes, in the freezer for emergency is a pretty good back-up plan!



Cupcakes are perfect for rehearsal dinners, bridal and baby showers, birthday parties, graduations, engagement parties, after parties, dessert buffets and just because! We service Hamilton County, Marion County, Indianapolis, Indiana, Metro Indy, Fishers, Noblesville, Carmel, Zionsville, Boone County.

I'm often asked what's my favorite? Honestly I have to say it changes. Sometimes I am really in the mood for our Sour Cream Buttermilk white cake simply with a squeeze of our buttercream. Just the other day I had to have a chocolate cupcake filled with natural peanut butter and chocolate buttercream. Another favorite is Butter golden filled with Pineapple coconut with a strawberry glaze topped with our Signature Buttercream Frosting. Even after 21 years, I do still love to eat my sweet treats. After all, who can resist a cupcake?

New trend with cupcakes: Along with your themed birthday cake serve cupcakes and cake pops to create a creative dessert table to razzle-dazzle your friends and families.