



Cupcakes: The Original Mini Dessert

Consider this: according to the National Restaurant Association's "What's Hot Chef Survey", mini desserts continue to be on trend, ranking #2 of the Top 20 Trends for 2009.

Coupled with consumers' increasing demand for affordable indulgence, mini desserts have become top of mind for many operators.

With all the buzz about mini desserts, it's easy to forget where this trend all began. The cupcake. This simple creation of a small sized cake topped with luscious frosting not only appeals to our feelings of nostalgia for simpler times, but also serves a very real purpose in modern dining: portion control, versatility, flavor innovation and affordable indulgence.

Smaller desserts are the good fit for size and price point for many different menu applications. Consider bundling a cupcake into a prix-fixe menu for a cost effective dessert option. Offer a bite size cupcake as part of a dessert flight. Create a dessert and coffee pairing menu to capture incremental sales.

As the original mini dessert, cupcakes are simple to prepare, cost effective, create little waste and offer a myriad of flavor combinations. Creating a mini dessert program that includes 2-3 signature cupcakes is simple way to create excitement around the dessert menu.

Looking for inspiration? Here are half a dozen ideas to get you started.

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• Grand Marnier Cupcake

• Pipe Grand Marnier flavored pastry cream into the center of a yellow cupcake and glaze with orange butter cream.

• Caramel Macchiato Cupcake

• Pipe caramel pastry cream into the center of a white cupcake and top with coffee flavored butter cream.

• Citrus Blast Cupcake

• Pipe lemon-lime pastry cream into the center of a yellow cupcake and top with lemon donut glaze.

• Dark Chocolate Mocha Cupcake

• Pipe dark chocolate ganache into the center of a chocolate cupcake and glaze with coffee flavored chocolate butter cream.

• Praline Cupcake

• Glaze the top of a chocolate cupcake with caramel flavored butter cream and crushed pralines.

• Citrus Salsa Cupcake

• Glaze the top of a yellow cupcake with orange butter cream and sweet fruit salsa.

