

FIVE QUESTIONS WITH ...

Pam Turkin

Got a taste for something sweet? The owner of the Just Baked cupcake shops — who opened a new store in Ann Arbor on Friday and plans another in Royal Oak in the spring — has just the thing.



Just Baked

Pam Turkin, along with her husband Todd, opened the first Just Baked in Livonia a year ago. The gourmet cupcakes — more than 30 flavors — are \$2.25 to \$2.75.

Q: Why do people love cupcakes?

A: People love nostalgia and cupcakes are just that. They remind people of their childhood and better times. We tap into that by doing flavors that take people back. Right now, we are offering a Drumstick cupcake. Just like the ice cream cones mom kept in her freezer.

Q: What is new and different this Valentine's Day?

A: One of our most popular flavors is red velvet and this Valentine's Day we put a new twist on it. We are making a Red Velvet Cheesecake cupcake. They are delicious and decadent. We also started to offer Chocolate-covered Twinkies. They come in both milk and dark chocolate and they are unbelievable. Who could resist a Twinkie?

Q: What are some of your most popular flavors and why?

A: Our most popular by far is our Grumpy Cake cupcake. It is a devil's food cupcake stuffed with our homemade buttercream, topped with our homemade buttercream then dipped in our homemade ganache. We are selling a lot of Red Velvet and our very own Fat Elvis cupcake. That would be a fresh banana cake topped with peanut butter buttercream, dipped in ganache and topped with peanuts.

Q: Are cupcakes just a girlie thing? Or are men also into them?

A: Cupcakes cross all ages and genders. Take it from me, even macho men love cupcakes. We have every kind of customer, from grandmas to rappers.

Q: What cupcake flavors are guaranteed to spark romance?

A: Any flavor of cupcake will work as long as you share.

- FREE PRESS STAFF