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5 questions with Pam Turkin, owner of the Just Baked cupcake shops

FREE PRESS STAFF

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.

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.



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. (JUST BAKED)

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