

Features

Open Now: 'Just Baked' Cupcake Shop At Twelve Oaks

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By Brit Moore

It's official. We love Pam Turkin, the owner at the newly opened cupcake shop, Just Baked inside Twelve Oaks Mall in Novi. Pam didn't always have her heart set on owning a bakery, but as she traveled to New York, D.C. and California working licensing for the Mars candy company, she saw people standing in surprisingly long lines for cupcakes. While there are a number (small number, mind you) of cupcake shops around Metro Detroit, the rise of this trend hadn't hit us yet like it had the nation's coastal residents. Pam wanted to be a part of making the cupcake craze in Detroit.



And we're all for her cause - meet black forest, creamsicle, cherry chip, and tiramisu below...



With this new desire guiding, she started developing recipes and over the span of two years, came up with Just Baked's current menu. This mother of five baked for her kids, but now was getting to indulge her creative side. This is a baby company that has seen swift & continuing success. The operation started out of Pam's home as they were selling to local grocery stores. As fate would have it the cupcakes got into a few local courthouses and before she knew it she was getting phone calls from judges (a similar thing happened with some of the Detroit Redwings). They quickly grew out of their home and opened up their first location in January of 2009 at 7 Mile and Farmington in Livonia. They snatched up the old Burghardt's Bakery after owner, Bob, retired. "We still get people coming in asking us for Burghardt Bread." While their offerings are not limited to cupcakes, they aren't looking to get into breads anytime soon. They'll stick to the cupcakes and cakes (the kind that are modeled after Betsey Johnson bags, Gucci and other things we love!) for the time being. Speaking of, during the interview a customer came in to pick up an order and on his way out stopped to thank Pam and show off his daughter's birthday cake. A Maltese dog sitting in a Juicy purse- Impressive!).



"This is has been a business full of halo moments." Pam underscores the series of mysterious, fortuitous events along the way in their cupcake journey. They stick to making excellent cupcakes and

the road ahead seems to pave itself. Their move into 12 Oaks mall on September 1st was not something they sought out, it came to them and has proven to be really beneficial for Just Baked as well as the mall. It was a fast process. "Extreme Makeover Cupcake Edition, I like to call it. We got the permits and within 7 days had fitted this old Starbucks for our needs and were open." (Working next door at Betsey Johnson I can testify to the speedy build out, as many nights when closing the store I could hear the bang of hammers and drone of drills carrying on well past my leaving).

Just Baked is now moving on average, 1,000 cupcakes a day between their two locations. Everyone MUST try the Fat Elvis, if you are at all a lover of the peanut butter/chocolate combo, this is the cupcake for you. Selling at \$2.75 a piece you can brighten your lunch hour with just a couple dollars. We give props to Just Baked for opening during a recession and beating the odds. They are a prime example of what a little zeitgeist, passion and stick-to-it-ness can do in to turn this economic ship around.

For more, visit JustBakedShop.com.