

Detroit's own Faygo sodapop now made into specialty cupcakes

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So many good things have come out of Detroit in the past, like Motown music, the automobile industry, and even the "smaller" things like Faygo sodapop.

Brothers Ben and Perry Feigenson were bakers in Russia before immigrating to the United States. They opened [Feigenson Brothers Bottling Works](#) in 1907 in Detroit, Michigan. The first Faygo soda flavors were strawberry, grape and fruit punch, based on their own cake frosting recipes.

Now in November 2010 [Faygo](#) has collaborated with another Detroit area company, [Just Baked](#), a cupcake shop and bakery, for a uniquely Detroit sodapop-flavored cupcake.

[Freep.com](#) reported that the cupcakes debuted yesterday at the metro-Detroit [Hiller's](#) and [Busch's](#) markets. This is the first time in more than 100 years Faygo has "extended its brand" to another kind of product.

The orange, red, and grape-flavored Faygo sodapop cupcakes, using the real Faygo syrups, are being sold in six-packs for \$6.99 at Hiller's and Busch's markets. JustBaked hopes to get them into other retail stores throughout Michigan.





JustBaked Facebook Wall

A display of the new Faygo cupcakes at Busch's Market in W.Bloomfield, MI.