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Flavor Cupcakery Features High Quality Ingredients, Only the Best to Win the War

Greenwood, WI, May 23, 2014—For almost four years Flavor Cupcakery has served up fresh baked goodness in the form of cupcakes. Starting out in a rented kitchen and selling cupcakes through online orders, Flavor Cupcakery grew and expanded and now has two locations outside of Baltimore, Maryland.

Starting out in Bel Air, Maryland, Flavor’s customers encouraged the bakery to audition for one of the more popular food shows on television - the Food Network’s “Cupcake Wars”. In its first year of business, Flavor Cupcakery won the “War”. Shelley Stannard, the owner of Flavor Cupcakery, said her decision to audition for the show was based on the enthusiasm and support from her customers to tryout. Winning season four on the Food Network show felt like a “win for my community” Stannard said.

After their success on “Cupcake Wars,” customers traveled long distances to visit the shop and taste award-winning cupcakes. In April 2012, Flavor Cupcakery decided to add a second location about 35 minutes away from the original shop in Cockeysville, Maryland. A few months later, in November, the business purchased a Cupcake Truck. Stannard saw that the Food Truck industry was growing in the Baltimore area and she knew it would be a valuable addition to the store offering mobile cupcakes and delivery to businesses and events.

Flavor customers are treated to the freshest baked cupcakes. Flavor Cupcakery prides itself on baking their cupcakes with real and fresh ingredients. Stannard insists on high quality ingredients, “I’ll close my doors before I start lowering my ingredient standards. I use real butter in my baking because I think you can taste the difference instantly!”

Flavor Cupcakery started using Grassland Dairy Products’ Fall Creek butter because of its quality. “Fall Creek was recommended to us as a great product and the manufacturer behind it is

great to work with,” Stannard said. The butter is used in almost every recipe for the shop: cakes, frostings, sauces and crusts. Flavor uses real butter and real fruit to create unique flavor combinations.

Stannard believes that “when it’s time to splurge, every bite should be worth it!” Using quality ingredients like Fall Creek butter makes the difference in the cupcake war.



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