

# BESTEVENTS

CELEBRATING SPECIAL EVENTS AND MEETINGS

## BOSTON

WINTER 2011

### Game CHANGER

KRISTIN MACMANNIS TAKES U.S. TRUST'S BANKING EVENTS TO NEW HEIGHTS

### WINTER F&B TRENDS

AFFORDABLE ORGANICS, FRESH FUSIONS, VINTAGE REVIVALS AND MORE

### EXPERT INSIGHTS

BOSTON EVENT PROS TALK CHALLENGES & OPPORTUNITIES



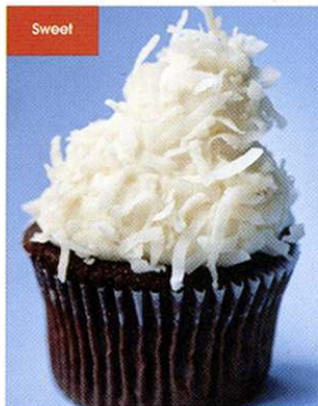
### LOOKING GOOD

FOUR WAYS TO MANAGE PUBLIC PERCEPTION

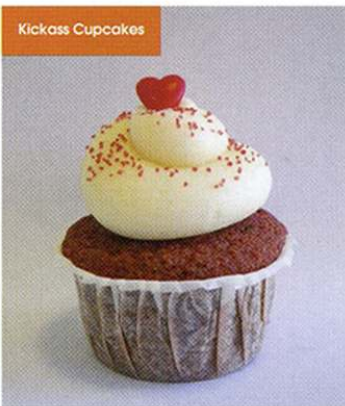
### DARING DECOR

UNEXPECTED IDEAS YOUR GUESTS WILL REMEMBER

**2011**  
**SPECIAL**  
**EVENTS**  
**RESOURCE**  
**DIRECTORY**



Sweet



Kickass Cupcakes



Southend Buttery



Treat Cupcake Bar

## SWEET SENSATIONS

EVER SINCE SARAH JESSICA PARKER playing Carrie Bradshaw bit into a red velvet cupcake at Magnolia Bakery on “Sex and the City,” the cupcake craze has shown no signs of slowing down. Here’s BE’s tour of some of Boston’s top cupcake bakeries:

	THE STORY	BEST SELLING CUPCAKE	OTHER SPECIALTIES	LARGE ORDER AND CATERING DETAILS	PRICING INFO
<b>Sweet</b> sweetcupcakes.com	An avid home baker with limited time and resources teamed up with a few talented catering folks to make her passion a reality. Current locations are in Back Bay, Newberry Street and Harvard Square.	Red Velvet with cream cheese frosting; Vanilla Vanilla, vanilla bean cake with buttercream frosting	Decorative cookies by Fancy Pants Bakery; Cakes baked in seasonal cupcake flavors	Delivery to Boston and Cambridge for more than a dozen. Complimentary ribbon and card included. Discounts of five to 15 percent apply to large orders. Order 24 hours in advance.	Mini: \$1.85; a dozen, \$1.65 each. Regular: \$3.25; a dozen, \$3. each
<b>Kickass Cupcakes</b> kickasscupcakes.com	Three years ago, former pastry chef and L.A. native Sara Ross saw the need to open a cupcake shop to rival her hometown offerings.	Mojito; Super Chocolate; The Lucky—lemon cake, white chocolate buttercream frosting, candied ginger and a fortune mixed into the frosting	Deep fried cupcakes, cupcake sundaes, pet-friendly pupcakes and kittycakes, vegan, gluten-free	Deliveries for a minimum of a dozen regular or two dozen minis, 48 hours in advance. \$10 charge Boston, Cambridge and Somerville, \$15 charge further out. Discount offered for orders of 200 or more.	Regular: \$3. Extra large: \$4.
<b>Southend Buttery</b> southendbuttery.com	When his corner coffee shop went up for sale five years ago, Richard Gordon ended a 15-year stint as a lawyer to become a player in the cupcake craze and café business.	Strawberry Shortcake; Boston Cream Pie; Red Velvet	Breakfast goods and breads, cookies, brownies, fruit and chocolate tarts. Signature creations Madison, Simon and Harriett are named after Gordon’s three dogs—and color coordinated to match their coats; a percentage of their sales are donated to the Animal Rescue League.	Delivery throughout Boston, for orders of \$75 or more. Discounts apply to orders of 250 or more cupcakes. Advance notice of 48 hours required.	Mini classic: \$1.75 Mini specialty: \$2.75 Large classic: \$3. Large specialty: \$3.50
<b>Treat Cupcake Bar</b> treatcupcakebar.com	Owner David LaLiberte moved from finance to the business of cupcake bars with this new kid-friendly outpost, which opened in Needham this summer.	Triple Chocolate and Red Velvet	Seasonal flavors like creamsicle and pumpkin pie. Pick your own cake, frosting and toppings with the signature Make-A-Treat, or choose from a menu of everyday flavors. Vegan and gluten-free available.	\$15 charge for delivery within 15 miles; additional charges apply for greater distances. Three day advance notice required for large orders.	Ready-made cupcakes: \$3.25; a dozen, \$3. each; four dozen, \$2.75 each. Make-A-Treat: \$4.25