

Success... one cupcake at a time

Francesca V. Mignosa

Main Street Cupcakes, situata a 238 N. Main St. in Hudson è stata riconosciuta a livello nazionale per la qualità e la creatività delle sue "cupcakes." I proprietari sono di origini siciliane (Palermo) ispirati dal concetto della "gelateria italiana" per il proprio negozio. Per ulteriori informazioni visitate il sito www.mainstreetcupcakes.com o telefonate allo 330.342.0833.

Main Street Cupcakes, located on 238 N. Main St in the historic downtown district of Hudson, OH, delivers sweetness and success locally and nationally. I had the opportunity to interview Sarah Kalina, vice president of marketing and development, on a one-on-one chat on how this family enterprise got started and what inspires their creative concoctions.

Francesca V. Mignosa: How did you develop the business idea for Main Street Cupcakes?

Sarah Kalina: Kimberly and Sean, my sister and brother-in-law, came up with the idea of Main Street Cupcakes because they didn't have anything like it in their hometown. We had traveled to so many places together as a family and enjoyed sitting in little cafes, pastries, and similar concept cupcake-only shops that were so quaint and unique and we yearned for one like it nearby.

FVM: Was anyone a "baker" in your family before this business?

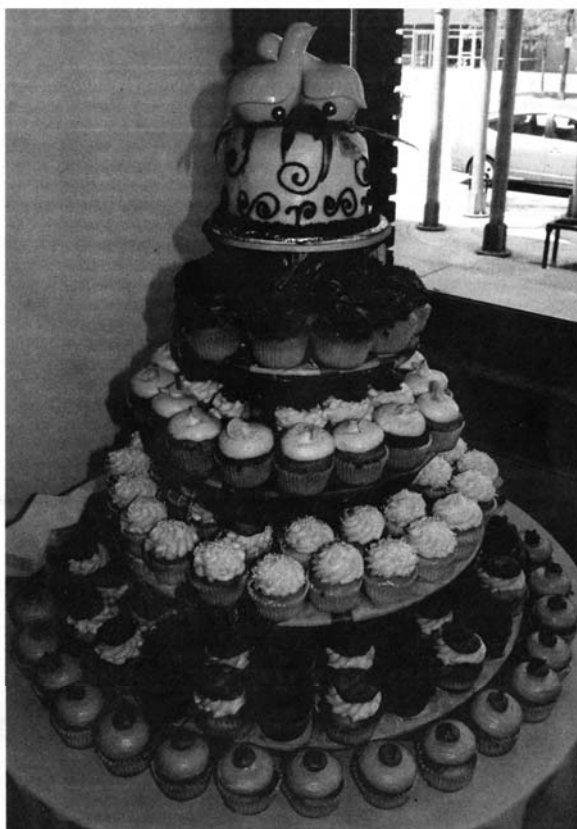
SK: Sean has had a lifelong love of baking. He is self taught and always preferred working with pastries and desserts.

FVM: Did you know you were going to be as successful as you have been; gaining recognition nationally?

SK: We opened the shop in hopes of getting a chance to leave the corporate world to do something we truly loved, and we knew if we were going to do this we had to do it right. We have grown and gained regional and national attention because we believe in our business, and we are lucky enough to have people continually telling us that we have some of the very best recipes they've ever tried.

FVM: Can you share some of the most popular cupcakes you create and sell?

SK: We sell out almost everyday so all of our flavors are best sellers.



Above, the Main Street Cupcakes wedding tower. "Oooh how sweet!"



At left, the Main Street Cupcakes family. From left to right: Patti Martin, Sarah Kalina, Sean Nock, Kimberly Martin.

However, our Wedding Day White Cupcake, which is an almond cake topped with our vanilla buttercream frosting, is a top selling classic flavor. We also have a cupcake that we call Half Baked, and it is consistently a top seller. It is a vanilla cupcake filled with chocolate chip cookie dough, and

topped with vanilla buttercream and a homemade chocolate chip cookie. Some of our unique flavors are very popular too such as Mojito, and our Cassada Cupcake never lasts in the case more than a couple hours when it pops up on the menu.

FVM: What are some special ingredients that you use?

SK: We pride ourselves on using the finest ingredients and all our products are trans fat free and we never use preservatives or stabilizers.

FVM: Where do you get inspiration for your recipes?

SK: The truth is we are all sweet teeth! Sean, however, is the biggest sweet tooth of all. Most of the recipe inspiration comes from things we love, combinations of foods we've seen in other meals that we think sound like they would be even better in a cupcake, and every once and while we are struck by something very unique and Sean does a lot of experimenting. For instance, in January we went to Mexico on vacation and enjoyed a coffee treat that was served flambé. It had anise, cinnamon and a heavy cream on top in place of milk. So Sean came home and experimented and in the end he turned that into the Mayan Coffee Cupcake. He does things like that all of the time!

FVM: Who is the owner of your store/business? Is it a family business?

SK: Kimberly and Sean are the owners and a husband and wife team. It is a family collaboration of talents. I work on their PR and development.

FVM: We have heard that your latest cupcake is a Nutella cupcake. Was it inspired by your Italian American background? Has it been selling well?

SK: Just like many of our flavors, we developed recipes made with ingredients we personally loved. After I came back from Italy in 2001 I got my entire family hooked on Nutella. We put it on everything...just like they do in Italy! Our cupcake that we endearingly named You Had Me At Nutella is a hazelnut cake filled with a Nutella center and topped with chocolate buttercream. We also have Nutella and Strawberries, which is topped with Nutella instead of butter cream! It's for the big Nutella lovers!

FVM: Do you cater cupcakes for birthdays or special events?

SK: Cupcakes are perfect for so many occasions. We do birthdays, showers, corporate events and weddings. We offer customer décor, and cater to our clients needs. Cupcakes are perfect for all cherished events. Our wedding towers of cupcakes are very popular. We catered upwards of 100 weddings last year.

FVM: You are of Italian American descent. Do you know where your family

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cupcakes

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was from in Italy?

SK: Our grandfather and his family were Sicilian and from Palermo.

FVM: Have you ever been to Italy?

SK: I have traveled all over Italy. I've spent many months in Rome, and I also visited Milan, Venice and Florence. I spent a lot of time in Sicily (it must have been innate!). I spent Easter time in Siracusa, and I also visited Palermo during that trip, as well as the Aeolian Islands off the coast of Sicily.

FVM: Have any of your



Main Street Cupcakes in Hudson, OH

travels to Italy influenced your cupcakes?

SK: I think the most specific influence we have from what we saw in Italy would have to be the gelaterias. They are typically popular and serve tons and tons of varieties of

homemade gelato. I often feel like our cupcake-only bakery is more like a gelateria than a cake shop. Main Street Cupcakes has that same appeal. People often mull over all the amazing flavors and one cupcake or one scoop is never enough. I also think our love of rich fabulous and flavorful food is directly from our Italian descent.

Main Street Cupcakes

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Hudson, OH 44236

P: 330-342-0833

W: mainstreetcupcakes.com

Hours:

Tues-Sat: 10 a.m. - 6 p.m. or sell out

Sun: 10 a.m. - 5 p.m. or sell out

Closed Monday ☺