

Promote your business with a Shopper-News SHOUT OUT! Call 218-WEST (9378) for rates and space reservations.

SHOPPER-NEWS  
SHOUT OUT!

By Susan Watson

**H**ey Knoxville – get ready! There’s a new treat coming to town and you’re going to love it! Cities Cupcake Boutique will open in about five weeks in the Bearden area. It will be located at 5201 Kingston Pike, in the Village Square Center, at the red light at Mohican, just down the Center from Subway. It will soon become your favorite place to buy goodies for whatever parties and events your family or your business may be planning. It’s an alternative dessert that’s nothing but fun – IT’S CUPCAKES!

Owner Linda Hurst has a background in marketing, and she has lived, studied and traveled all across the U.S. and in lots of foreign countries. Three years ago she settled in Knoxville with her husband who is with Scripps/HGTV. In her travels, she discovered that cupcake shops are all the rage in large cities, even in Europe. She wanted to open her own business here in town and was looking for a niche to fill and she certainly has found it! She’s receiving cupcake recipes and city-theme ideas from friends “all over the world” and she’s bringing her ideas here for us to enjoy. Linda hopes that soon you will think of cupcakes as a party idea for everything from weddings and birthday parties and showers to tailgating and corporate events.



# Cupcakes aren't what they used to be!



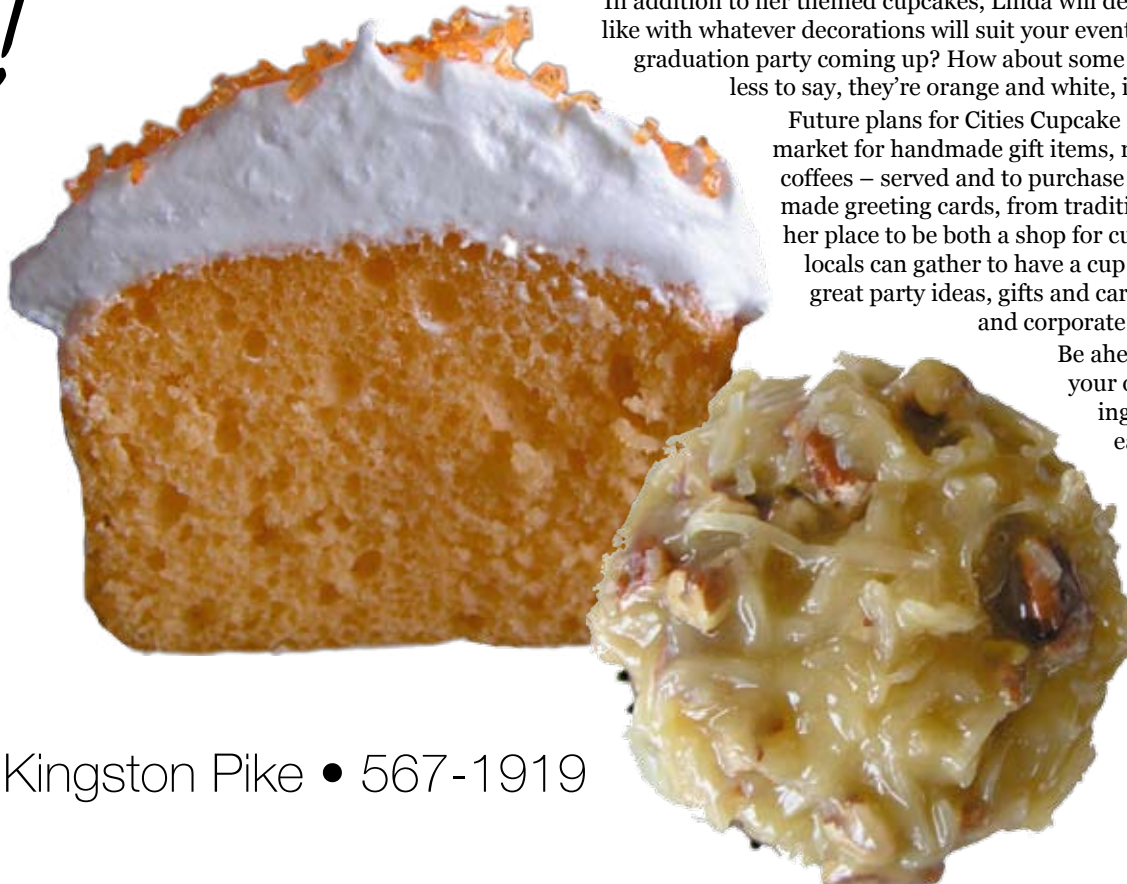
Owner Linda Hurst

We all think of cupcakes as a sweet treat – but for those of us with a more “salty” than a “sweet” tooth, consider this – Linda offers the “Santa Fe Cupcake.” It’s actually a jalapeno cornbread muffin, iced with spiced ranch cream cheese and topped with bacon bits. Linda describes it as a “ground breaking taste-bud awakening experience!” Another “salty” cupcake is the “Milwaukee Cupcake,” a beer-batter muffin with a cream cheese spread topped with fried onions. Wouldn’t those be an awesome tailgating treat?

In addition to her themed cupcakes, Linda will decorate whatever flavors you like with whatever decorations will suit your event’s theme and colors. Got a UT graduation party coming up? How about some “Knoxville Cupcakes?” Needless to say, they’re orange and white, inside and out!

Future plans for Cities Cupcake Boutique include a small market for handmade gift items, many by local artisans, local coffees – served and to purchase – and a selection of handmade greeting cards, from traditional to funky. Linda wants her place to be both a shop for cupcakes, and a place where locals can gather to have a cup of coffee and pick up some great party ideas, gifts and cards. Gift bags for individuals and corporate clients will also be featured.

Be ahead of the trend and place your order now for your upcoming event. Linda is ready and eager to take orders. She is also hiring now. If you’re an enthusiastic, genuine, friendly and engaging person, you’ll want to give Linda a call at 567-1919. For more information, visit the Web site at [www.citiescupcake.com](http://www.citiescupcake.com). As for this writer, I can’t wait to try the “Santa Fe.” Decorating a cornbread muffin ... imagine that!



5201 Kingston Pike • 567-1919