

Newark, NJ

May 8, 2010

Visits Per Month: 2,200,000

## Nutley bakery whips up 15,000 cupcakes for Oprah event

By Halley Bondy/For The Star-Ledger

May 08, 2010, 7:51AM

**NUTLEY** -- For a small mom-and-pop cafe in Nutley, 15,000 homemade cupcakes seemed like a tall order.

But not when the customer was Oprah Winfrey.

Thursday at 4 a.m. the small staff of The Stuffed Cupcake Place in Nutley set to work making thousands of their trademark cupcakes filled with homemade mousse.



. Alexandra Pais/New Jersey Local News Service

-more-

About a month earlier, representatives from O, The Oprah Magazine asked the store to donate the cupcakes to a high-profile charity event in Manhattan tomorrow that will feature appearances by Winfrey, singer Mary J. Blige and Bette Midler. The celebrities will walk from Pier 86 to Times Square to benefit 10 charities, including an ovarian cancer charity and an animal society.

The cupcakes will be handed out to the celebrities, and to passersby.

"It totally came out of the blue," Jaret said. "But as soon as her marketers asked, we said sure. Without a question. We're donating them, but the advertisement will be worth it."

The Stuffed Cupcake Place's cupcakes come in about 150 flavors, including red velvet, mango and Kahlua coffee custard, all concocted by Jaret's husband Keith. Winfrey's event asked for the standard chocolate and vanilla flavors, Jaret said.

To complete the task, Jaret and her staff of about six employees moved the project's operations to a larger space in Bloomfield called Columbus Bakery. There, they used a mammoth mixer for the batter and ovens that could bake up to 3,200 at a time. A staff member is hand-stuffing every one.

On Friday Jaret said she did not know how long the cupcakes would take to make. "All I know is, I have to have them done by 11:30 tomorrow," she said.

The Stuffed Cupcake Place began as a full restaurant about a decade ago, offering the stuffed cupcakes every once in awhile. But customers began regularly demanding them, Jaret said, and two years ago, the couple decided shift their focus to the cupcakes, offering coffee drinks and cakes on the side.

"We never thought it was going to work," Jaret said. "But it did."

Jaret said she met some of O, The Oprah Magazine's marketers at another charity event in November, but she never expected she would have a working relationship with them.

-more-

"I am so grateful for this opportunity," Jaret said. "This has all been very exhilarating." Representatives at O, The Oprah Magazine could not be reached for comment



. Alexandra Pais/New Jersey Local News Service

Carmen Barzallo, and Adrian Encalada of The Stuffed Cupcake Place in Nutley, put icing on some of the 15,000 order for the 10th anniversary celebration of the Oprah Magazine. They rented space at a baking facility in Bloomfield to have enough room to bake.

© 2010 NJ.com. All rights reserved.