



May 7, 2010

Visits Per Month: N/A

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

 Friday, May 7th, 2010 at 6:44 pm

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

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But not when the customer was Oprah Winfrey.

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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.

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."

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