

CupcakeStop bakery rides again

By [Adrienne Pasquarelli](#)

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CupcakeStop is back from the dead. After a monthlong hiatus, during which the future of the two-year-old bakery remained in question, CupcakeStop has been revived by co-owner Richard Kallman. The company will resume selling cupcakes and other treats from two trucks on Wednesday and will also reopen its wholesale and retail bakery in Montclair, N.J.

Lev Ekster, a law student who founded CupcakeStop with one food truck in 2009, left the company last month to pursue other opportunities, which have not been disclosed, and all retail activity ceased.

"I'm now taking on a new role, running the day-to-day operations of the company," said Mr. Kallman, who is an investor in the business as well as chief operating officer of book distributor Bookazine. His wife, Kineret, will also be involved with the 25-employee cupcake company, heading up the marketing division.

Mr. Kallman has already launched a clock to count down to Wednesday's revival at CupcakeStop.com. He expects to open the bakery's downtown Greenwich Avenue location—which had only been operating for four months—before the summer, in time for the anticipated influx of tourists visiting the National September 11 Memorial & Museum.

Within five years, he expects to rival competitor Crumbs as a cupcake brand, and he is already searching for more brick-and-mortar locations in Manhattan. Though he would not provide details, he is also planning a new digital feature for the company's two trucks, which Mr. Kallman noted would help with future marketing events. In the past, CupcakeStop has partnered with Victoria's Secret and LinkedIn.

But with so many cupcake brands joining the scene, the competition is becoming heated. Another cupcake truck, Cake & Shake, which sells cupcakes and milkshakes, joined the fray last year.

"Cupcakes will always be popular, but the ante is being raised for the newcomers," said Arlene Spiegel, a restaurant consultant. "Those cupcakes must really deliver."



The bake shop, which started on the Upper West Side and operates 35 locations nationwide, will go public on June 30 under ticker symbol CRMB.

Icing Crumbs' initial public offering

By [Ian Thomas](#)

June 29, 2011

Nasdaq has finally put the icing on the cupcake: the ownership group of Manhattan-based Crumbs cupcake shop has been approved for a stock listing. The company will trade under the ticker symbol CRMB, where it will open on June 30. The expected opening price is about \$13 a share.

The bake shop, which serves more than 60 types of cupcakes baked fresh daily, opened its first location at 350 Amsterdam Ave. on the Upper West Side in 2003. Co-owned by Jason and Mia Bauer, the company is now the largest retailer of cupcakes in the country, and recently received the Ernst & Young Entrepreneur of the Year 2011 New York Award.

Crumbs, which last year had revenue near \$31.1 million and earnings between \$1.7 million and \$1.9 million, hopes to expand to more than 200 locations by the end of 2014.

"How sweet it is," said Arlene Spiegel, a restaurant consultant, who said this could spark Crumbs to move into wholesale retailing. "I certainly feel it will capture the attention of the public market."

Other companies in the restaurant world will be watching Crumbs' trail on the Nasdaq, Ms. Spiegel said. "This could motivate other product-centric businesses to step out into the market."