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MAY 2011





“I’M SURE YOU  
CAN TELL I  
LOVE PINK,”  
SAYS CASEY  
REINHARDT,  
OWNER AND  
FOUNDER  
OF CASEY’S  
CUPCAKES.

## CUPCAKE QUEEN

BY JESSICA FORSYTH  
PHOTO BY RALPH PALUMBO

We can. Her new cupcake store in Laguna Beach blends the look and feel of a haute cupcakery with “old-fashioned Parisian accents, a glamorous Hollywood twist and fun and flirty touches.” There’s a lot going on here, even beyond the pink-striped walls and the elaborately decorated cupcakes – similar, actually, to Reinhardt herself.

The 24-year-old student, nonprofit founder and winner of the Food Network’s popular “Cupcake Wars” show, is clearly no slouch when it comes to getting down to business – a trait she may have inherited from her parents, Kelly and Duane Roberts, who own The Mission Inn Hotel & Spa in Riverside – and Casey’s Cupcakes is the perfect outlet for Reinhardt to express both her personality and her passion for baking. “I have very fond memories of spending hours in the kitchen baking with my great grandmother,” says Reinhardt. “Cupcakes have always been my favorite treat because they’re so cute and fun to decorate.”

With 12 flavors ranging from Rockin’ Red Velvet to Vivacious Vanilla and Decadent Dark Chocolate, there’s no shortage of options for cupcake lovers, but more than anything, Reinhardt wants Casey’s Cupcakes to be an experience. “Casey’s Cupcakes is a destination, like visiting Disneyland,” she says. “We work hard to make our cupcakes fun and unique, differentiating ourselves from the competition.” The best ingredients, like chocolate from Belgium and rare Colorado peaches used in the seasonal Passionately Peach cupcake, help with that goal, but it’s the constantly changing cupcake presentations that keep customers coming back to see what’s new, and what intricate touches Reinhardt has added to her lineup. “My cupcakes follow the same trends as fashion – it’s all about accessories,” she says. Curly chocolate shavings, fruit-inspired sprinkles and frosting designs that tend to be intricate and colorful, reflecting the underlying cake flavor, and the cupcake of the month (May’s flavor is Raspberry Lemonade with raspberry frosting and lemon curd) are some of the special touches.

But with all this focus on the exterior, we had to ask: Is Casey’s Cupcakes’ beauty more than just frosting-deep? Beneath the beautiful exterior and dazzling presentation, we think so.

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