



FOR IMMEDIATE RELEASE

Color images available at www.whitelily.com/media

CONTACT: Courtney Eller
615.780.3336

Courtney.Eller@dvl.com

Dana Reece
615.780.3340

Dana.Reece@dvl.com

CUPCAKES MAKE A COMEBACK

Knoxville, Tenn. (April 2008) – Cupcakes are making a comeback! Pastry chefs and home cooks alike are renewing fond childhood memories of big swirls of frosting atop soft, moist cake – with cupcake creations ranging from simple to elegant.

Cupcakes are the new trend for people of all ages, according to the recipe development professionals for **White Lily®**. Today, the popularity of this traditional favorite is expanding beyond the typical birthday celebration to take center stage as groom's cakes in weddings, Christmas treats at parties or a delectable dessert for two on Valentine's Day.

The renewed popularity of cupcakes is due in part to their single serving size, ease of preparation and child-like appeal. Simply made from a handful of ingredients, cupcakes can easily be transformed into the centerpiece for any celebration or gathering just by varying the cake, frosting flavor and decorations.

Favorite Chocolate Cupcakes and *Chocolate Frosting* are two recipes featured below. The frosting is an elegant finish to the delicious cupcake and adds that extra special touch – creating a perfect dessert for any springtime celebration.

Favorite Chocolate Cupcakes is an ideal recipe for the novice scratch baker because it's one of those great recipes requiring no guess work. All the dry ingredients are combined in a mixing bowl and the remaining ingredients are simply beaten into the mixture. The addition of boiling water produces cupcakes that always turn out moist and tender every time. And to top it all off, nothing is easier or more delicious than this creamy *Chocolate Frosting* – a basic buttercream with cocoa.

Favorite Chocolate Cupcakes

2 cups **White Lily**® All-Purpose Flour
2 cups sugar
3/4 cup unsweetened cocoa powder
1 teaspoon baking soda
1 teaspoon salt
1/2 cup butter, melted

1/4 cup **Crisco**® Oil
1/2 cup buttermilk
2 eggs
2 teaspoons vanilla
1 cup boiling water



Preheat oven to 350° F. Line 24 muffin cups with paper or foil liners.

In large bowl, whisk together flour, sugar, cocoa, soda and salt. Add butter, oil, buttermilk, eggs and vanilla. Beat two minutes at medium speed. Stir in water until blended. Batter will be thin.

Divide batter among muffin cups. Bake at 350° F. for 30 to 35 minutes or until tooth pick inserted near center comes out clean. Cool in pan 5 minutes. Remove to wire rack; cool completely.

24 cupcakes

Chocolate Frosting

1/2 cup butter, softened
1/2 cup unsweetened cocoa powder
3 cups sifted confectioners' sugar
3 to 4 tablespoons milk
1 teaspoon vanilla

In large mixing bowl, beat butter and cocoa until creamy. Add sugar, 3 tablespoons milk and vanilla; beat on low until blended. Beat on medium until light and fluffy. Add more milk if frosting is too thick.

Makes enough to frost 24 cupcakes

Crisco is a trademark of The J.M. Smucker Company