

**Jennifer Coatesworth** (May 2005 – New York) is the owner of the Yummy Cupcake Company. Here she gives an account of its inception through to present day.

*"I can honestly say that Yummy Cupcake Company started with no grand plan in mind! I returned to the Lake District from New York and the Mountbatten Programme in May 2006 having completed a year with Citygroup Asset Management and Legg Mason. I initially started interviewing for positions in IT/project management, but in the first few weeks adjusting to life back in rural Cumbria, I began to notice the lack of cupcakes, something that was really beginning to take off in NYC at the time.*

*Temporarily living back with my parents, I began to experiment and it wasn't long before it became obvious that I had a far greater passion for baking than for spreadsheets and databases. Inspired by the "can do" attitude of New Yorkers (and the Crumbs cupcakes we enjoyed in the office for birthdays), I tested cakes on my family and by October 2006 I had launched Yummy Cupcake Company on a local market stall. When the first market was a sell out and with my first wedding commission booked, I decided not to continue with the job interviews!*

*I rapidly outgrew my Mum's kitchen and in 2008 got a business partner on board and soon opened our town centre café and bakery and an ecommerce website. However, with our lease coming to an end, at the end of 2013, I bought out my business partner and moved to a commercial kitchen closer to home, which has enabled me to focus on bigger orders for corporate clients as well as devote more time to product development. I currently have a few people who help me out during busy spells, but having at one stage employed 10 people, I have found the return to baking full time is where my passion lies.*

*Hundreds of thousands of cupcakes later, it's now the local area and its unique produce which motivates me to come up with ideas and recipes and this year I hope to launch a new product line I've been working on for a while, which is an exciting venture for both me and the Yummy Cupcake Company."*

[www.yummycupcake.co.uk](http://www.yummycupcake.co.uk) / 015395 52200

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