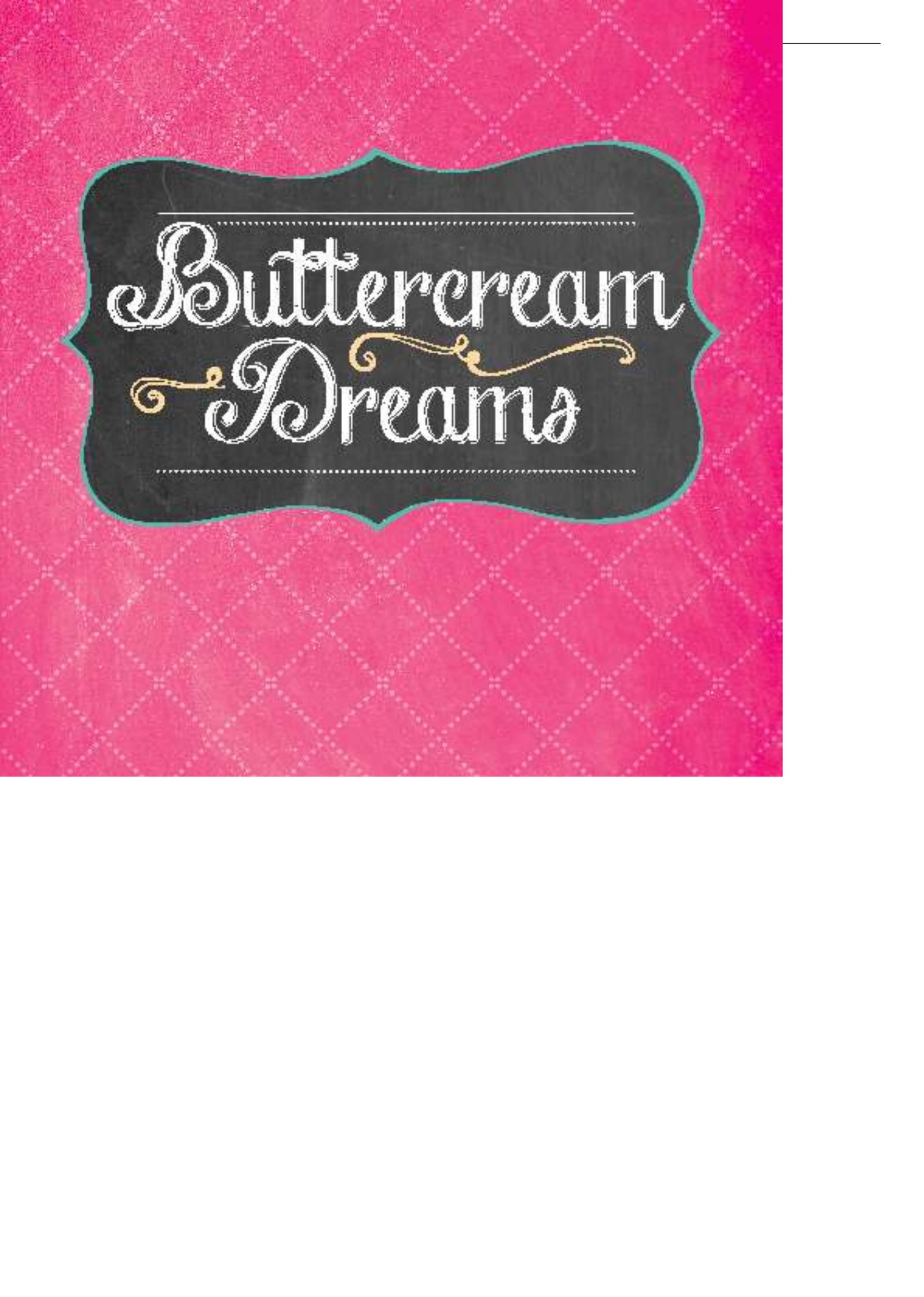


# Buttercream Dreams

small cakes, big scoops,  
*and* sweet treats



JEFF MARTIN



Buttercream  
Dreams



JEFF MARTIN • PHOTOGRAPHY BY JENNY WHEAT

---

# Buttercream Dreams

small cakes, big scoops,  
*and* sweet treats

---



Andrews McMeel  
Publishing

Kansas City • Sydney • London

This book is dedicated to the three people in my life who have given me the inspiration for all of these crazy ideas! To my wife, *Brandy*, who has encouraged me to follow my dreams and to take risks. Your unwavering support has made all of this possible, and I could not have done it without you by my side! For my daughter, *Lily*, the inspiration behind the name that started it all. Your love for ice cream and cake makes me smile and reminds me every day that a cupcake does help! Just don't tell your mom how much we sneak when she's not looking! And to my little *Jax*, those teeth are going to fall out anyway ... but keep brushing so we stay out of trouble with mom!

I would also like to thank all the Smallicakes staff, customers, and owners of our franchise locations. There isn't a day that goes by that I don't wake up and count myself lucky to be doing what I love and working with so many amazing people! I never dreamed that I'd be so fortunate to be writing a book, much less traveling the globe to assist other people in meeting their dreams as well. My story is the real American dream, and so I encourage everyone to take a risk and follow your own dreams ... you really can do anything you set your mind to!

# Contents

INTRODUCTION: LIFE IS SWEET **vii**

SMALL CAKES

**1**

BIG SCOOPS

**41**

SWEET TREATS

**61**

METRIC CONVERSIONS  
AND EQUIVALENTS **77**

INDEX **79**



## INTRODUCTION

# Life Is Sweet

**Hi, my name is Jeff Martin,** and I have the greatest job in the world. I am the founder of Smallcakes: A Cupcakery. Creating Smallcakes is an American-dream story. We started Smallcakes with very little money and a passion for bringing gourmet, amazing, delicious cupcakes to neighborhoods all over the country. I wanted to do this because cupcakes remind so many people of their cherished childhood memories of baking with Grandma and Mom.

People ask me all the time for our recipes or for advice on how to improve their own homemade cupcakes. This book represents everything I've learned after making thousands of cupcakes and other sweet treats. I'm excited to bring these cherished recipes to all of our fans and friends.

## ABOUT SMALLCAKES: MAYBE A CUPCAKE WILL HELP?

The history behind how we got started is definitely a modern-day entrepreneurial story. I worked in restaurants my whole life, but honestly, baking was never my forte. As I traveled to LA and NY, I noticed a few cupcake bakeries beginning to pop up. I was fascinated by them because all they served was cupcakes, yet they were extremely busy, but their product was average. I live in Kansas City where we really didn't have a "cupcake-only" bakery at the time. I told my wife my idea about opening a cupcake shop and she quickly shot it down because I'm not a baker. Eventually she came around and we started baking cupcakes at home to come up with a product that was better than what we had tried everywhere else. After all the cupcakes and frosting disasters, we finally found ten cupcake flavors that were amazing, including Cookies 'n' Cream Cupcakes (page 17), Orange Creamsicle Cupcakes (page 26), and Cinnamon Maple Cupcakes (page 23). As we were opening our first cupcake bakery, we also had a three-month-old baby girl named Lily, who would play a huge part in what we would become down the road.

When I started looking for a retail space, I met with many landlords who thought the idea of a cupcake bakery was not a smart one. After being turned down by five different landlords,

we finally found one who said, "I don't think it's going to work, but I will lease you a space on a month-to-month basis."

When selecting a name for our shop, we considered just about everything. We wanted something that was unique and really conveyed to our customers who we were. After a few days of thinking and getting nowhere, we decided to take a drive. Our daughter, Lily's, nickname was "Smallcake." And as we were driving down the road talking to her, my wife leaned over and said, "Smallcakes is what we should name this crazy idea of a cupcake bakery." We painted the store using the colors of Lily's room, pink and brown. But with very little money, we had to decide between buying an oven for the store or buying a sign for the building. We chose to buy a sign and bake everything at home until we could afford to purchase an oven.

It was a Monday in June that we decided to open the doors. I baked the night before and took the cupcakes to our new bakery. When we opened at ten a.m., I had two ladies waiting at the front door. They walked in and looked around, asked a few questions, and then said, "This place is so cute, but it will never work with just cupcakes"—then left. Needless to say, I was a little nervous after that. But after two hours in business, I was out of cupcakes and driving



Our  
daughter, Lily's,  
nickname  
was  
"Smallcake."





back to my house to make more. I did the same routine for a week until my wife said, “Let’s buy an oven—I’m tired of my kitchen being dirty, and you are selling lots of cupcakes.”

After six months of selling hundreds of cupcakes a day, my phone rang—it was a producer with the Food Network calling to discuss an upcoming reality show. After hanging up on her once because I thought it was a joke, she finally got it through to me that she was calling about the reality show *Cupcake Wars*. The show pits four bakeries against one another, challenging them to use crazy ingredients and produce hundreds of cupcakes during a limited amount of time. The winner takes home \$10,000. I had never been on TV or been a reality TV fan, but I flew to Los Angeles to participate in the show. It was season 1, and everything was crazy and changing at the last minute. That’s TV!

During the first round of the show, I had to create a pumpkin cupcake with cardamom buttercream in forty-five minutes. Not knowing what cardamom was, I became a little concerned that my cupcake was not going to taste good. While I was trying to come up with a recipe, I had four TV cameras in my face watching everything I did. The producers were yelling to speak up or explain what I was doing. I knew I could make a great pumpkin cupcake, but the cardamom was what I was having trouble with. I made the pumpkin batter and put the cupcakes in the oven. I literally spent most of my time trying to get a phenomenal-tasting buttercream using this spice called cardamom. As the time was running out, the cupcakes were coming out of the oven. While they were cooling, my assistant looked at me and said, “I think you forgot to add something to the pumpkin cupcakes.” We realized that I was

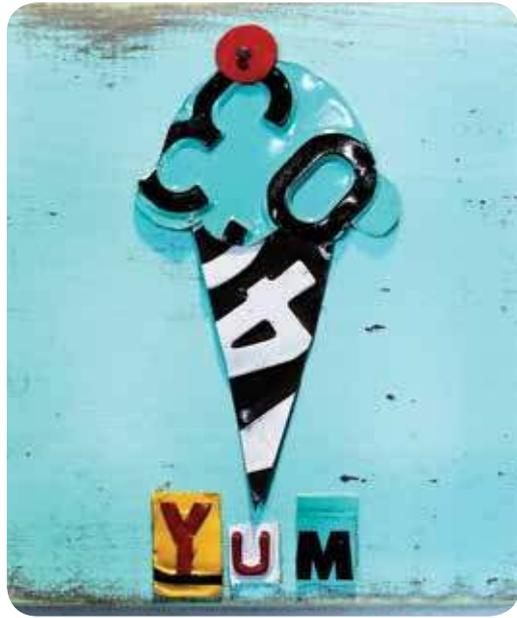
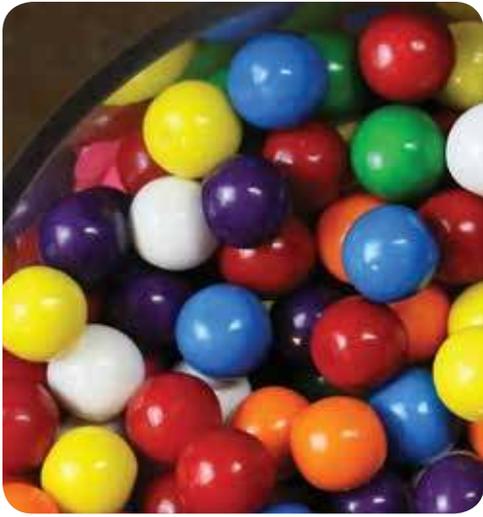


so worried about the cardamom buttercream that I forgot to add the pumpkin to the cake batter. I was so embarrassed and started freaking out about what I should do. I plated my cupcakes and took them up to the judges to be judged. There were three judges at the podium and they all took a bite and gave their critique. The funny thing was that all the judges loved the cake *and* the buttercream. They said it was the best cupcake they had had on the show that season. At that moment I had a choice to make: tell the truth about not using all my ingredients, or lie and see if I could make it to the next round. With cameras all around me, I decided to tell the truth. The judges were shocked but under the rules of the game I was voted off for not using all the ingredients.

Instead of going back home with my head down, I decided to make the best of what had

just happened to me. I had been on a national TV show, and that was a big deal. I started making T-shirts that said "I Forgot the Pumpkin." I took out billboards around town that had our Smallcakes logo and the phrase "I Forgot the Pumpkin." I really wanted everyone to know that the little cupcake store in Overland Park, Kansas, in a bad location, had just appeared on the Food Network. About a month after the show aired, I received a call from a producer for the daytime talk show *The View*. They wanted to feature us on their show as Whoopi's Favorite Desserts. There were only five cupcake bakeries there, and I was the only one not from Los Angeles or New York.

As the ladies from *The View* were going around tasting the cupcakes, Sherri Shepherd came to our table and took a bite of our Red Velvet Cupcake and said, "Now this is what a red velvet cupcake should taste like!" They also



---

recounted the episode of *Cupcake Wars* and how I had told the truth about not using the pumpkin in my cupcakes.

As all of this was happening in our lives, we grew from one store to three stores around the Kansas City area. The great part was every store had an oven. With the growth of the stores, we also grew as a family. Lily was getting older and we welcomed my son, Jax, into our lives. As we grew, we strived to stay very humbled by what was happening around us. On any given Saturday, you could find me and Lily at a store, baking and tasting the buttercream. We also grew from the ten core flavors we had started with to include S'mores, Blueberry, and Key Lime Cupcakes (page 21). Our menu grew to where we were offering fifteen flavors every day. The great thing about cupcakes and other sweet treats is that you can put your own new twist on old flavors. One of my favorite recipes in this book is the Caramel Pecan Carrot Cupcakes (page 7). My grandmother always made this as a cake. When I was looking for recipes to create for the store, I looked at the past and tried to think about what I could do differently to make it better or give it a new, modern twist. These cupcakes are amazing—and what I do differently than Grandma is add crushed pineapple and a little extra cinnamon.

We started franchising in 2009 and have grown to ninety locations in seventeen states, as well as internationally. As we continued to grow, we started thinking of ways to be different from the other cupcake bakeries. We created our own ice cream and other sweet treats, which you'll also find in this book. Our ice cream reflects the old-school creamy and rich-tasting flavors. Salted Caramel Ice Cream (page 58) is one of my favorites. It starts with salt, heavy cream, and eggs, just like they used to do back in the day. This book also contains recipes for personal family favorites including Mom's Holiday Fudge (page 73).

Even though we are a growing company, we try to keep things simple and small and not forget where we started. I still create a lot of our recipes today, along with our amazing owners, and draw inspiration from my kids. While spending time together, we come up with ideas. Some have been hits, like Jax's Bubble Gum Cupcakes (page 33) and Lily's Strawberry Ice Cream (page 57). I try to use the freshest ingredients in our products and encourage you to do the same as you are enjoying this book. I hope you enjoy the adventure and find that a cupcake or other sweet treat *really* does make the day better.



# Small Cakes

Chocolate Malted Milk Ball Cupcakes	2
French Toast and Bacon Cupcakes	4
Caramel Pecan Carrot Cupcakes	7
Coconut-Chocolate Chip Cupcakes	9
Famous Red Velvet Cupcakes	11
Rainbow and Sprinkle Cupcakes	15
Cookies 'n' Cream Cupcakes	17
Key Lime Cupcakes	21
Cinnamon Maple Cupcakes	23
Vanilla Almond Cupcakes	25
Orange Creamsicle Cupcakes	26
Chocolate-Peanut Butter Pretzel Cupcakes	29
Jax's Bubble Gum Cupcakes	33
Naami's Pineapple Cupcakes	35
Infamous Pumpkin Cupcakes with Cardamom Buttercream	38

## cupcakes

1½ cups sugar  
1 cup unsweetened cocoa powder  
1 cup all-purpose flour  
½ cup sifted cake flour  
2 tablespoons malted milk powder  
1½ teaspoons baking powder  
1 teaspoon baking soda  
½ teaspoon salt  
1 cup (2 sticks) unsalted butter,  
at room temperature  
4 large eggs  
1 cup nonfat Greek yogurt  
2 teaspoons pure vanilla extract

## black-and-white malt frosting

4 ounces semisweet chocolate, chopped  
6 egg whites  
2 cups sugar  
2 cups (4 sticks) unsalted butter,  
at room temperature  
½ cup malted milk powder  
2 teaspoons vanilla bean paste  
1 cup malted milk balls, for garnish

## CHOCOLATE MALTED MILK BALL CUPCAKES

**Malt balls take you back to your childhood. It's that chocolate taste on a hot summer day hanging with friends. I wanted to make a classic cupcake using a classic candy.**

MAKES 12 CUPCAKES

1. To make the cupcakes, preheat the oven to 350°F. Line a 12-cup muffin tin with paper cupcake liners.
2. In a large bowl, combine the sugar, cocoa powder, all-purpose flour, cake flour, malted milk powder, baking powder, baking soda, and salt. Add the butter and stir until the mixture resembles damp sand.
3. Add the eggs, one at a time, scraping the bottom and sides of the bowl with a spatula after each addition. Stir in the yogurt and vanilla and scrape the bowl again.
4. Using an electric mixer, beat on medium speed for about 1½ minutes to aerate the batter and build the cake's structure. It will be thick—you should be able to make a figure eight in the batter.

- 
5. Fill each cupcake liner two-thirds full with batter. Bake for 15 minutes, until a toothpick inserted into the center of a cupcake comes out clean or with a few moist crumbs. Let cool completely on a wire rack before frosting.
  6. To make the frosting, place the chocolate in the top section of a double boiler and melt over medium-low heat. Alternatively, place the chocolate in a microwave-safe bowl and microwave on medium for 30-second increments at a time until the chocolate has melted. Set aside.
  7. Place the egg whites and sugar in a large metal or glass bowl and whisk to combine. Set the bowl over a pot of simmering water, making sure the bottom of the bowl does not touch the water, and cook, whisking occasionally, until the sugar has dissolved. (The mixture should no longer feel gritty when rubbed between your thumb and forefinger.) Remove the bowl from the heat, and whip on high speed until stiff peaks form. Add the butter, a tablespoon at a time, while continuing to whip. Stir in the malted milk powder and vanilla bean paste.
  8. Divide the buttercream equally between two bowls and fold the melted chocolate into one bowl. Transfer the vanilla and chocolate buttercreams to separate pastry bags fitted with plain, circular tips. Alternatively, transfer them to resealable plastic bags and snip off one corner of each bag for piping. Pipe the buttercream onto the cupcakes, swirling the vanilla and chocolate together. Garnish the cupcakes with malted milk balls. Store in an airtight container in the refrigerator for up to 3 days.



## cupcakes

10 to 12 bacon slices  
1½ cups all-purpose flour  
1½ teaspoons baking powder  
½ teaspoon ground cinnamon  
¼ teaspoon salt  
½ cup (1 stick) unsalted butter,  
melted and cooled  
1 cup granulated sugar  
2 large eggs  
1 teaspoon maple extract  
½ cup whole milk

## maple buttercream

¾ cup (1½ sticks) unsalted  
butter, at room temperature  
2 tablespoons pure maple syrup  
½ teaspoon maple extract  
Pinch of salt  
2 cups confectioners' sugar

## FRENCH TOAST AND BACON CUPCAKES

**Breakfast in a cupcake, what could be better? This recipe was created because my daughter's favorite breakfast is French toast and bacon. She was delighted with this surprise on her breakfast plate one morning.**

MAKES 12 CUPCAKES

1. To make the cupcakes, preheat the oven to 350°F. Line a 12-cup muffin tin with paper cupcake liners. Line a plate with paper towels.
2. Using your preferred method, cook the bacon in batches until browned and still slightly flexible, but not too crispy. Transfer to the paper towel-lined plate and set aside to cool. Once the bacon is cool enough to handle, cut twelve 1-inch-long pieces of bacon—this will be the garnish for each cupcake. Set aside. Chop or tear the remaining bacon into tiny pieces and set aside.
3. In a small bowl, mix together the flour, baking powder, cinnamon, and salt. Set aside.
4. In a large bowl, whisk together the butter, granulated sugar, and eggs until smooth. Whisk in the maple extract. In alternating additions, whisk in the flour mixture and the milk, beginning with the flour and scraping down the bowl after each addition. Beat until smooth. Fold in the small bacon pieces until evenly distributed throughout the batter.

continued on page 6



---

## FRENCH TOAST AND BACON CUPCAKES CONTINUED

5. Fill each cupcake liner three-quarters full with batter. Bake for 20 to 25 minutes, until the cupcakes are golden brown and the tops spring back when touched lightly. Let cool in the pan on a wire rack for 10 minutes, then remove from the pan and let cool completely before frosting.
6. To make the maple buttercream, in a large bowl using a hand mixer, beat the butter until light and fluffy. Add the maple syrup, maple extract, and salt and beat until well combined. Add the confectioners' sugar,  $\frac{1}{2}$  cup at a time, and beat until smooth and fluffy, about 5 minutes.
7. Using a table knife or spatula, swirl the buttercream on top of each cupcake, or transfer the buttercream to a pastry bag fitted with a plain tip and pipe it onto the cupcakes. Top each with a bacon piece. Store in an airtight container in the refrigerator for up to 3 days.

## cupcakes

- 1 cup granulated sugar
- 1 cup all-purpose flour
- 1 teaspoon baking soda
- ½ teaspoon salt
- 1½ teaspoons ground cinnamon
- ¾ cup canola or vegetable oil
- 2 large eggs, beaten
- 1 teaspoon pure vanilla extract
- 1 cup finely shredded carrots
- ½ cup crushed pineapple, well drained
- ½ cup raisins (optional)
- ½ cup chopped pecans

## cream cheese frosting

- ½ cup (1 stick) unsalted butter, at room temperature
- 1¾ cups confectioners' sugar
- ½ teaspoon salt
- 2 teaspoons pure vanilla extract
- 1 (8-ounce) package cream cheese, at room temperature
- ¼ cup store-bought caramel topping, for garnish
- ¼ cup pecans, chopped, for garnish

# CARAMEL PECAN CARROT CUPCAKES

**My grandmother always made us pick up pecans in her yard and then crack them for this cake. It was my childhood favorite and reminds me of home in the South. It was originally a cake recipe that we changed into a cupcake recipe.**

MAKES 12 CUPCAKES

1. To make the cupcakes, preheat the oven to 350°F. Line a 12-cup muffin tin with paper cupcake liners.
2. In a large bowl, combine the granulated sugar, flour, baking soda, salt, and cinnamon. Add the oil, eggs, and vanilla and mix well. Stir in the carrots, pineapple, raisins (if using), and pecans until combined.
3. Fill each cupcake liner three-quarters full with batter. Bake for 15 to 16 minutes, until the cupcakes are golden brown. Let cool completely on a wire rack before frosting.
4. To make the cream cheese frosting, in the bowl of a stand mixer or in a large bowl using a hand mixer, cream together the butter, confectioners' sugar, and salt, starting at low speed and gradually increasing to high, until the mixture becomes light and fluffy (the butter-sugar mixture takes about 2 minutes to come together). Add the cream cheese, 2 ounces at a time, and beat for 2 minutes more, scraping down the bowl as needed.
5. Using a table knife or spatula, swirl the frosting on top of each cupcake. Using a spoon, drizzle the caramel over the tops of the frosted cupcakes. Sprinkle with the pecans. Store in an airtight container in the refrigerator for up to 3 days.



## cupcakes

1 cup whole wheat pastry flour  
1 cup all-purpose flour  
½ cup sifted coconut milk powder  
1 teaspoon baking powder  
½ teaspoon salt  
1¼ cups (2½ sticks) unsalted butter, at room temperature  
1 (8-ounce) package cream cheese, at room temperature  
1½ cups granulated sugar  
½ teaspoon pure vanilla extract  
4 drops coconut flavoring, or  
¾ teaspoon coconut extract  
5 large eggs  
2 tablespoons whole milk  
1¼ cups bittersweet chocolate chips

ingredients continued

## COCONUT-CHOCOLATE CHIP CUPCAKES

The addition of coconut milk powder to the cake and frosting adds a little island feel to a classic cupcake. A double dose of coconut with chocolate is outstanding.

MAKES 12 CUPCAKES

1. To make the cupcakes, preheat the oven to 350°F. Line a 12-cup muffin tin with paper cupcake liners.
2. In a medium bowl, sift together the whole wheat pastry flour, all-purpose flour, coconut milk powder, baking powder, and salt. Set aside.
3. In a large bowl, use a hand mixer to beat the butter and cream cheese until smooth. Gradually beat in the sugar, then the vanilla extract and coconut flavoring. Beat in the sifted dry ingredients. (The batter will be stiff.) Add the eggs one at a time, beating until each is incorporated before adding the next. Beat in the milk and then stir in the chocolate chips.
4. Fill each cupcake liner three-quarters full with batter. Bake for 20 to 22 minutes, until a toothpick inserted into the center of a cupcake comes out clean. Let cool completely on a wire rack before frosting.

continued

- [\*\*NX-OS and Cisco Nexus Switching: Next-Generation Data Center Architectures \(2nd Edition\)\*\*](#) pdf, azw (kindle), epub
- [download The Secret of the Wooden Lady \(Nancy Drew Mysteries, Book 27\)](#)
- [100 Best Juices, Smoothies and Healthy Snacks online](#)
- [read online Five-Twelfths of Heaven \(Roads of Heaven Series, Book 1\) book](#)
  
- <http://diy-chirol.com/lib/Yo-no-vengo-a-decir-un-discurso.pdf>
- <http://tuscalaural.com/library/The-Secret-of-the-Wooden-Lady--Nancy-Drew-Mysteries--Book-27-.pdf>
- <http://www.shreesaiexport.com/library/100-Best-Juices--Smoothies-and-Healthy-Snacks.pdf>
- <http://omarnajmi.com/library/Out-of-My-Mind.pdf>