

Extraordinary Cupcakes

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Media Contact:

Dale McGlothlin (202) 341-8615

dm@seachangeglobal.com

Successful Virginia Restaurateur to Open Area's First "Extraordinary" Cupcakery in Williamsburg

WILLIAMSBURG, VA—The new Williamsburg business, Extraordinary Cupcakes, 1220-C Richmond Rd., the area's first and only cupcakery, was whipped-up by the couple Dyana and Adam Steely in September, but the science and art behind it all goes way back.

Adam, who has 30 years of experience in the restaurant and food service business with Windows on Urbanna Creek, The Frog and The Redneck and, currently Blue Talon Bistro on his professional resume, says he and wife Dyana, a science teacher and lifelong baker inspired by her love of the chemistry and science behind the magic of taste, are thrilled to finally open the doors.

"We love to cook and bake at home," says Adam. "'When we travel we're always dropping by to visit with chef and restaurateur friends and sampling their foods. Dinner, or lunch in some cases, always ends with something sweet, and cake has always been Dyana's passion. We believe the memory of great cake stays with you. In fact, when we were growing up—Dyana in the Southwestern part of

the state and me near Charlottesville—our mothers made us the exact same homemade birthday cake, and neither of us has forgotten it. So, as we traveled and sampled we made notes, collected ideas and developed recipes in search of the elusive ideal cake.

"The two common elements of cakes we loved were richness and moistness, which are a delicate balance of ingredients and techniques. Our goal was to create a cupcake that featured the cake as much as the frosting and delivered deep, rich flavor and texture all on its own. We experimented with the classic cupcake recipes, but they were too light and crumbly for the cupcake we wanted to create, so we moved toward a moister Devil's Food-type cake. We tinkered with the ingredients and mixing techniques until we concocted a cake our official tasters called 'extraordinary' and it stuck: The extraordinary cupcake."

Dyana says that ideal cake led them to the next challenge, "Since a cupcake is a delicate combination—like a marriage—of cake and frosting, once we had the cakes we had to create new icings to compliment them. They would have to be thick, yet light; sweet, yet not overpowering; smooth, yet still compatible with the dense richness of the cake. We deconstructed numerous traditional recipes, looking for the perfect partner for each cake flavor then selected the ones that added to an overall tasting experience."

The Steelys say the menu will feature their signature cupcake, the Extraordinary Cupcake, a new take on the Hostess crème-filled chocolate cupcake with rich chocolate frosting, and will also include flavors like Marvelous Madagascar, Wicked Chocolate, Curious Coconut, Uncommon Carrot Cake, Remarkable Red Velvet, and Amazing Chocolate Twist to name a few of their unique creations. The shop will open in early December with hours Mon.-Sat. 10am – 8pm, and Sun. 12 – 6pm.

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**For more information, or to arrange an interview on this subject contact:
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