

Oh, Sweet Thing!



First it was designer coffee, then came decorative cookie pops and candy cakes, followed by art-carved fruit bouquets. Niche noshing has gone blissfully sweet again, which may explain that pounding in your head... not quite a headache, but more like your sweet tooth throbbing for trendy, fashionable cupcakes. Hand-held pillows topped with sugary fluff have gone mainstream with the

opening of specialty bakeries in L.A., and now at least three adorable cupcake boutiques in Houston. So why the sudden interest in cupcakes? Perhaps the tiny delights transport us back to a time when life was so much simpler and so not measured in fat grams. Or perhaps because today's cupcakes have gone upscale and no longer come in mere chocolate and vanilla flavors. Today's frosty indulgences come in exotic flavors like red velvet, turtle cookie dough, pina colada, and blueberry-lemon cream. They're made with Paula Dean-inspired butter measurements, meticulously decorated by hand, and finally, artfully boxed for gifting.

what's in store

Sugarbaby's Cupcake Boutique
3310 S. Shepherd
713.527.8427

Go:

Treat out-of-town girlfriends to a real southern girl tearoom experience with all the trimmings. Owner Bridgette Gould has cupcake lovers swimming in pink and green floral décor that puts us in the mind to use our best manners while here.

Try:

Their pina colada cupcakes, mini bundt cakes, and the chocolate buttercreps (frosting fans, only).

What to Know:

Come early to get your hands on the best selection. When the flavor runs out, that's it until the next day.