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# The Sweet Success of a Family Business

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Mix a little laughter, a pinch of life's biggest surprises, and a hefty heaping of family and you get the winning recipe for **Yummy Cupcakes**, an up-and-coming, family-owned cupcake shop in California.



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Momlogic sat down with executive chef and co-owner Tiffini Soforenko to find out how she blends life as a mom, a chef, and a businesswoman in one yummy concoction.

**ML:** This is definitely a family business. You run it with your mom and husband Nik, with three children underfoot! Tell us how you are able to balance family and a successful business.

**TS:** A supportive family is probably the key factor. We have an amazingly supportive family. We all pitch in to help each other and make things work whenever we can. For example, if my son has an important little league game or my daughter has a recital and I have a work commitment, my mom will step in and handle the work commitment so I can attend my child's event.

Time management is always a challenge. While we know what we need to do, it is a constant struggle to leave work at work and home at home. But we try, earnestly, to keep it separate. It helps that my children love **cupcakes** and feel so connected to our business. We often will ask their opinion on a cupcake matter or bounce an idea off of them, and they love it. It allows me to work ... a little ... when at home.

**ML:** How did you decide on a "cupcake only" business?

**TS:** After enjoying cupcakes at bakeries in New York, I had an idea that it would be so great if we could walk into a bakeshop and be faced with nothing but cupcake flavor options, much like you would experience in a cake shop. I ran the idea by my mom and husband, and they both thought it was a terrific idea. So we went into business in March 2004 and now have a thriving business with 175 yummy cupcake flavors and delicious cupcake products we created, like Cupcake in a Jar, Cupcake Truffles, Cupcake on a Stick, Cupcake Biscotti, and Cupcake Party Kit, with bakeshops in Burbank and Santa Monica, with Woodland Hills and Valencia about to open, and a franchise soon to be offered.

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