




## Yummy Cupcakes are, well, Yummy

Thursday, May 3, 2007 19:07

Posted By Jonah in category Uncategorized

With the frozen yogurt war upon us, you may have forgotten our last over-hyped culinary showdown, the invasion of the cupcakes. Judging from the lines which still wrap out the door of Sprinkles, the push for cupcakes hasn't died down much.

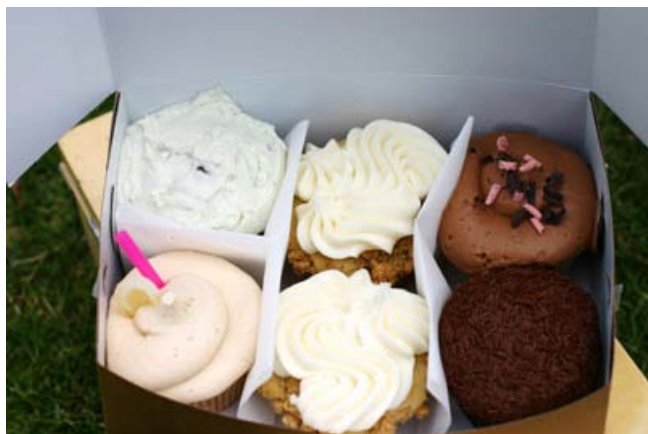
[Yummy Cupcakes](#) opened a storefront recently in Santa Monica, around the corner from the Promenade on Wilshire Blvd. When my wife's sister was in town checking out colleges, we picked a pack of cupcakes and went up to Will Roger's Park for a taste test in the grass.

My assessment? I like them better than Sprinkles because of the flavor variety and I like the lighter cake; Yummy's Cupcakes aren't as dense and heavy feeling as Sprinkles. My wife likes that aspect too, and adds that she likes Yummy's dedication to loading up the frosting. I'm not a huge cupcake fan, but any place that makes an **Arnold Palmer Cupcake** is going to get my vote. You can see their wide variety of creative flavors on their [online menu \(pdf\)](#).

I defer to the cupcake experts, represented here by my sister in law who will be an LA resident starting in the fall:

### What do you think of the flavor selection?

I LOVE all of their flavors! On the website there are a ton more that I have to try (S'mores, Cream Puff, etc.) I can't wait to get to LA and be able to go all the time.



### How is the cake? (moistness, quality, flavor, etc) Value?

Good. Much lighter than Sprinkles, which I like because then I can try even more! And it is less intense.

### Did you like the different kind of frosting?

The frosting was really good, and they packed it on which is NEVER a bad thing.

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What was your favorite one?

I liked "Brown Sugar Cinnamon" and "Mint Chocolate Chip" as a tie, but I haven't had time to try all of the ones that I wanted

What would you order when you go next time?

If they had it I would want to try S'mores.



Sprinkles or Yummy? Which is your favorite?

I like Yummy because there is so much variety in the flavors and they are lighter. I still love Sprinkles, but I think I would go to Yummy more often.

[Yummy Cupcakes](#)

BURBANK

2918 W. Magnolia Blvd 91505


818.558.1080

SANTA MONICA

313 Wilshire Blvd 90401

310.393.8283

By [Jonah](#) (see more of his posts). Jonah is the founder of [la.foodblogging](#) and also created [Digesty](#), a food blog aggregator and [Cheww.com](#), a spam free foodblog search engine.

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## 18 Responses to "Yummy Cupcakes are, well, Yummy"



Stacy says:  
MAY 4TH, 2007 AT 10:46 AM

I adore Yummy Cupcakes! I have never had a "bad" cupcake there: pink lemonade (yes, I said pink lemonade!!! It was very light and refreshing), the "Yummy Cupcake" my favorite, a peanut butter and jelly cupcake, the "Happy Day" cupcake, the red velvet, so delicious. I have not yet been to Sprinkles but am curious about theirs. Have looked at their website and does not offer as much of

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