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Crave whips up holiday-inspired cupcakes and bakeshop treats

By: Kirby Cohen | Published 12/04/2017





CRAVE The Woodlands

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THE WOODLANDS, Texas -- CRAVE, an award-winning Houston staple, offers seasonal menu items and gift packages to satisfy sweet cravings this holiday season. Utilizing the freshest and finest quality ingredients in small batches, CRAVE creates gourmet twists on nostalgic favorites, served alongside small-batch craft coffee exclusive to CRAVE. Since its first location opened in 2008 in Uptown Park, CRAVE has expanded its footprint across the city with locations in West U and The Woodlands.

“Our menu changes daily and seasonally,” said co-owner Elizabeth Harrison Cooper. Many of CRAVE’s recipes were handed down from her mother and grandmother; the rest are dreamed up by Harrison Cooper and co-owner, Brad Dorsey. After extensive testing the best of the best flavors and bakeshop flavors make the cut to the menu. “Every bite has to be perfect –the flavors must balance, the consistency flawless and the presentation –perfect.”

For a limited time only, CRAVE rolls out the dough to create festive bakeshop items that carry the same quality taste and consistency found in the cupcake recipes. Whether enjoyed as a corporate gift or personal indulgence, the items are sure to delight and include the iconic Gingerbread Man cookie, peppermint bark, frosted sugar and snickerdoodle cookies, bars, fudge brownies, breads, Holiday Spice coffee, doggie treats and more.

Available in both regular and mini sizes, CRAVE offers a range of 14 to 16 made-from-scratch cupcake flavors each day, including menu staples like Vanilla, Dark Chocolate, Strawberry, Birthday Cake and the most popular Red Velvet. Exclusive holiday flavors will include eggnog, gingerbread, peppermint chocolate and vanilla bean filled with bourbon pecan pie and topped with maple buttercream frosting and maple-glazed pecans. The seasonal cupcakes are crowned with exclusive hand-cut holiday toppers depicting Santa Claus, Mrs. Claus, the Star of David, candy canes, holly and berries and more.

“It’s pretty unheard of in this industry to use butter from Europe or to make your own vanilla extract with beans imported from Africa, but we do it. Our commitment to quality is apparent across our menu,” said Harrison Cooper.

With customer feedback driving their business, CRAVE created a We Care line of gluten-free, sugar-free and vegan menu items, which will also include the seasonal menu items. CRAVE will begin selling holiday cupcakes and bakeshop items in all three locations on November 27th and continue through Christmas Eve. This year’s holiday catalog offers a variety of gift boxes ranging from \$30 to \$50, and include a mix of cookies, gingerbread loaves, bars, bark and CRAVE’s Holiday Spice coffee. Cookie boxes are available and start at \$15; cupcake boxes range from \$24/dozen for cupcake minis to \$60/dozen for handcrafted, holiday topped cupcakes. Orders placed by December 3rd will receive a 15 percent discount with promo code HOLIDAY17. To place orders, call 713.622.7283, order online at www.cravecupcakes.com, or visit your nearest location.

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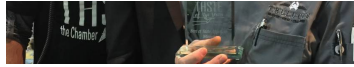


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