

Fort Worth complex takes the cake with fine new bakery from California

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Yummy cupcakes and cakes are coming to WestBend. *Photo courtesy of SusieCakes*

California-based **SusieCakes**, which debuted in Texas in 2016, will open its first Fort Worth branch in the fall at 1621 River Run, in the Westbend Shopping Center in the University District. This marks the third location in Texas, following the original in Dallas' Preston Center and a branch in Plano.

Founder Susie Sarich opened the first SusieCakes bakery 11 years ago in Los Angeles' Brentwood neighborhood; there are now locations throughout California, from San Diego to San Francisco. The company offers an alternative to the artificial flavors and preservatives found in most grocery store cakes by using fresh, simple ingredients by on-site bakers.

Sarich grew up in Chicago, where she was called Susie by her two grandmothers, Mildred and Madeline. She moved to the West Coast and brought her grandmothers' recipes on handwritten 4x6 cards.

"Just like our grandmothers, we do not use any mixes, artificial preservatives, high-fructose corn syrups, or trans-fats in our products," Sarich says in a release. "We bake our products from scratch using only the freshest and finest natural ingredients, including European-style butter and premium chocolate."

The brand is best known for its classic Vanilla Celebration Cake, a six-layer cake with a confetti appearance and pastel icing. Other specialties include frosted layer cakes in flavors such as red velvet, six-layer chocolate, and tropical coconut; custom decorated cakes; and cupcakes.

Rotating seasonal offerings feature crumble-topped fruit pies baked in flaky crusts and holiday-inspired treats. A selection of traditional cookies and bars includes soft and chewy snickerdoodles, fudgy brownies, seven layer bars, and Susie's famous whoopie pies.

SusieCakes also has consultant who can work with customers to create custom confections. Equipped with an iPad full of photos for inspiration, the consultant hosts tastings by appointment to help conceptualize dessert spreads for children's birthdays, weddings, and other special occasions. Stacked cakes, cookies, and cupcakes can be designed to match party colors and themes.

At WestBend, a development on the Trinity River, SusieCakes joins tenants such as East Hampton Sandwich Co., HG Sply Co., Silver Fox, and Tom Thumb.

"Fort Worth was the ideal choice for our next location because of its commitment to family and tradition, which reflects the inspiration behind SusieCakes," Sarich says. "We look forward to becoming a new part of those traditions for the community as we help them celebrate life's special moments."