

Baker Susan Sarich

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Her new shop becomes a classroom.

What She Does: Sarich has been baking and catering corporate and social events for 15 years, and just opened her own Westside bakeshop, **SusieCakes**, in Brentwood.

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Baker Susan Sarich

Her Inspiration: The Chicago-born Sarich's childhood memories are filled with aromas of her grandmother's desserts. The smell of freshly baked pound cakes and just-out-of-the-oven chocolate chip cookies were the inspiration for her shop and the desserts she bakes there.

Her Specialties: The all-American-style bakery features folksy favorites like the Whoopee Pie (two fudge cookies with vanilla buttercream in between) and frosting-filled cupcakes. She also makes a variety of traditional and customized layer cakes (available by the slice) and pudding flavors (including butterscotch toffee and banana with vanilla wafers). The shop offers customized concoctions that display a company's logo; the service is available on all cookies and cakes. **Disney Corporation** and the **Tide** detergent brand both served SusieCakes's cupcakes bearing their logos at recent events.

What's New at the Shop: "Cakes have the unique ability to connect us back to the special people and cherished events of our lives," Sarich says. In January she plans to offer cupcake-decorating classes as a teambuilding activity for young-at-heart groups.

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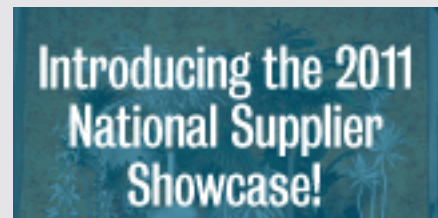
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