

DETAILS

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WHEN DID NICE JEWISH GIRLS GET SO NAUGHTY?

CONFESSIONS OF A CORPORATE SPY

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REIMAGINING CLASSIC TREATS

Take one bite of an Oreo and it hits you: Corn syrup and soybean oil be damned, this cookie is tough to beat. But the dunkable wonder and its plastic-wrapped brethren—the Ding Dong, the Pop-Tart, and the Twinkie—have been ripped from the conveyor belt. Bakers and pastry chefs are ditching the long lists of inscrutable additives and reconstructing the classic treats in sugar, cream, and butter—you know, those ingredients that make everything even better. *JJ Goode*



[WHERE TO EAT]

Handcrafted Sugary Sensations

1 SEATTLE

Dahlia Bakery

To class up the Twinkie, Garrett Melkonian re-creates that familiar golden torpedo shape in sponge cake, which he then submerges in sugar-Cointreau syrup and fills with buttery pastry cream. (2001 4th Ave., 206-441-4540; tomdouglas.com)

2 SAN FRANCISCO

Foreign Cinema

During brunch hours, Gayle Pirie and John Clark serve their version of a Pop-Tart (or is it more a Toaster Strudel?): a buttery pastry rectangle filled with jam made from figs, nectarines, or whatever else is in season. (2534 Mission St., 415-648-7600; foreigncinema.com)

3 NEW YORK CITY

Trois Pommes Patisserie

The whoopie pie has become a bakery favorite, and the popularity of Emily Isaac's interpretation—vanilla buttercream between mounds of devil's food cake—has inspired a pumpkin-cake spin-off. (100 5th Ave., Brooklyn, 718-338-3119; troispommes.com)

4 BOSTON

Flour Bakery Cafe

No one eats Oreos for the cookie part—yet in Joanne Chang's twist, the crunchy, Valrhona-chocolate-spiked discs might even upstage the white filling. It's no wonder her bakery runs out of them every day. (12 Farnsworth St., 617-338-4333; and 1595 Washington St., 617-267-4300; flourbakery.com)

5 LOS ANGELES

SusieCakes

You know animal crackers as the chalky, 65-ingredient sweets that moms give their little ones to shut them up. But Susan Sarich makes such a delicious, white-chocolate-dredged version that you'll have no issues snacking on cookies shaped like giraffes and hippos. (Four locations; susiecakesla.com)

FOOD



[THE TRIBUTE]

In Praise of the Hostess CupCake

The triumph of the specialty cupcake—the dried-out, cloying versions found in those twee stores that have popped up on every street corner—is inexplicable given the perfection of the Hostess rendition. Who cares what creepy method of modern food production enables the chocolate cake to stay so moist, the cream filling to be so airy, and the icing (topped with that saliva-inducing white squiggle) to be so luxuriously dense? And to get one, you don't have to queue up behind a gaggle of S.J.P. fans—you just have to find a gas station.

