

WELCOME SUSIECAKES

California bakery specializing in decadent, multi-layer cakes hones in on Rice Village

By [Eric Sandler](#)

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Celebration cake is coming to Houston. *Courtesy photo*



Rice Village's transformation into a destination for national restaurants will take another step forward next month. The shopping destination — already home to Austin-based burger chain [Hopdoddy](#) and soon to be home to Houston's second [Shake Shack](#) — will welcome California-based bakery [SusieCakes](#) on December 9.

Known for its scratch-made, all-American style cakes, cupcakes, pies, and cookies, SusieCakes has grown quickly since owner Susan Sarich opened her first store in 2006. The company now includes 17 stores in California and [three in Dallas-Fort Worth](#). Rice Village will be the company's first Houston location.

"Texas has become a second-home for SusieCakes with the opening of our bakeries in Dallas-Fort Worth last year and we are thrilled to be able to bring our traditions to Houston," Sarich said in a statement. "We look forward to becoming a part of the community as we help our new neighbors celebrate life's special moments."

Indeed, the decadent, multi-layer cakes do look like a good choice for special occasions, particularly the signature Vanilla Celebration Cake, a six-layer cake with a confetti appearance and pastel icing. Other offerings include multi-layer chocolate, coconut, and red velvet cakes — all of which are made with traditional recipes.

"If you can't spell it, we don't bake with it," Sarich said. "Just like our grandmothers, we do not use any mixes, artificial preservatives, high-fructose corn syrups or trans-fats in our products."

Can't decide what to order? SusieCakes also employs a 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 that can be designed to match party colors and themes.

SusieCakes will celebrate its opening with a number of specials. Sarich will be on hand at the grand opening December 9 from 1 pm to 4 pm, and the first 50 people through the door (starting at 10 am) will get a free mug. Different offers, including double points for the bakery's loyalty program and buy-one-get-one-free specials on select items, will be in effect from December 9 to December 16.