

BASIC VANILLA CUPCAKES



FOOD SERVICE



Frivolous and fun, cupcakes are a little indulgence that appeals to young and old. With a light and fluffy texture, the real magic lies in creating delectable decorations that make them irresistible to your customers.

Customer Services Phone 0800 800 617

www.chelsea.co.nz/foodservice

BASIC VANILLA CUPCAKES

SERVES 18



INGREDIENTS

Cupcakes:

			Approx Unit Price	Approx Ingredient Cost
225g	unsalted butter, softened	0.01000	100%	\$2.25
225g	Chelsea caster sugar	0.00262	100%	\$0.59
225g	self-raising flour	0.00170	100%	\$0.38
4	eggs, no 6	0.20000	100%	\$0.80
4g	baking powder (1 tsp)	0.00890	100%	\$0.04
5ml	vanilla extract	0.06692	100%	\$0.33

Icing:

230g	Chelsea icing sugar, sifted	0.00261	100%	\$0.60
110g	unsalted butter, softened	0.01000	100%	\$1.10
5ml	vanilla extract	0.06692	100%	\$0.33
	a few drops chosen food colouring decorations as desired			

METHOD

Beat together the cupcake ingredients until smooth and pale.

Preheat oven to 180°C and put 18 paper cupcake cups into muffin tins.

Fill cupcake cups 2/3 full of cupcake batter and bake for about 20 minutes (until a skewer inserted into the centre of a cupcake comes out clean).

Transfer cooked cupcakes to a cooling rack to cool completely.

When cupcakes are completely cooled, make the icing.

Cream the butter in a food mixer until smooth, then add the vanilla extract.

With the mixer on low speed, gradually add in the sifted icing sugar.

When all the sugar has been added, add a few drops of food colouring, then turn mixer to high and beat on high speed until light and fluffy.

Put icing into a piping bag with a large star nozzle, and pipe onto each cupcakes. Decorate as desired.

CUPCAKE VARIATIONS

- Almond cupcakes - add 3 tbsp ground almonds and 1 tsp almond extract. Omit the vanilla extract
- Sultana cupcakes - fold in 150g sultanas to the finished mix before baking
- Lemon cupcakes - add the finely grated zest of 1 lemon to the mix. Top with lemon icing and decorate with candied lemon peel.
- Chocolate cupcakes - replace 20g of the flour with 20g of high quality cocoa powder. Top with chocolate icing and decorate with grated dark or white chocolate.

ICING VARIATIONS

- Lemon icing - use a few drops of lemon colouring and add the finely grated zest of 1 lemon.
- Chocolate icing - gently melt 100g chopped dark chocolate with 30ml cream and 50g butter in a pan until smooth. Remove from heat and stir in 100g sifted Chelsea icing sugar - stir until smooth.

TOTAL COST	\$6.43
COST PER PORTION	\$0.36
GROSS PROFIT %	70%
SALES TAX	15%

MIN. SELLING PRICE **\$1.37**
(per portion)

Costs based on average wholesale prices at Feb 2011

SOME KEY POINTS TO REMEMBER:

- Use any kind of desired sprinkles to decorate cupcakes - e.g. 100s and 1000s, grated dark chocolate, cacao, sliced strawberries, fresh blueberries etc.

PROFIT

- Using the base recipe, each cupcake costs around 36c + GST. Decorated, cupcakes will still cost under 60c + GST each to make, and a selling point of \$2.30 will generate 70% GP.

NUTRITION

- Contains egg, milk products and wheat gluten.

SERVICE

- Place display in prominent position near till or coffee machine.
- Bake and serve in proper cupcake papers – makes simple, clean baking and easy handling.