

The Answer to Cupcake Burnout

These Alternatives Can Still Satisfy a Sweet Tooth

Written by Joshua Lurie

Now that Los Angeles is oversaturated with cupcake shops and frozen yogurt parlors, Angelenos are turning to original taste sensations. A new wave of specialty pastry shops is hoping to capitalize on those cravings.



Traditional Spanish fritters at Xooro

XOORO

Vicente Cisneros and his wife Begoña have revolutionized churros near Santa Monica's Third Street Promenade. Vicente designed the minimalist white space to look like a futuristic Japanese candy shop. Begoña's family hails from northern Spain, where dessert lovers descend on churrerías to dip *xooros* (pronounced "sure-ohs") in hot chocolate. Xooro deep-fries their dough to order in rice bran oil, which is then custom-filled, chocolate-dipped and coated. Popular fritters include The Original, filled with vanilla and coated in spicy cinnamon sugar; and Pistacchio, filled with pistachio cream, coated in dark chocolate and rolled in crushed pistachios. The couple is working on fresh fruit fillings and savory offerings like Caprese.

125 Broadway, Santa Monica | 310.260.2919
www.xooro.com

KISS MY BUNDT BAKERY

Chrysta Wilson was a long-time community organizer who realized a dream by opening her bundt cake bakery near the Beverly Center in August. Her brick-fronted shop features a pink and brown color scheme

and the pink, kissing-lips logo is ubiquitous. Wilson learned to bake bundt from her Aunt Dia as a little girl in Atlanta. Now she has 36 varieties in her repertoire, selling up to 15 cakes per day, including Callebaut chocolate with chocolate glaze, cinnamon pecan and pumpkin with cinnamon spice glaze. Wilson's bundts come in three sizes: mini, baby and big 'ol.

8104 W. Third Street, Los Angeles | 323.655.0559
www.kissmybundt.net

FULFILLED

Beverly Hills has been an incubator for specialty concept stores — like Sprinkles, for example — due to its steady stream of foot traffic. Last month Susumu Tsuchihashi opened Fulfilled, which specializes in *imagawa-yaki*, traditional Japanese stuffed pancakes. The tasty delights are grilled to order and contain either savory or sweet fillings, including Sweet Geisha (traditional azuki bean), Honey Yakuza (goat cheese, Mission fig, honey, walnut and cracked black pepper) and Sumo Italiano (prosciutto di Parma, smoked ham, aged Parmesan and fresh basil).

9405 S. Santa Monica Blvd., Beverly Hills
310.860.0776 | www.fulfilledpastries.com



These sweet fillings are sure to leave one feeling Fulfilled