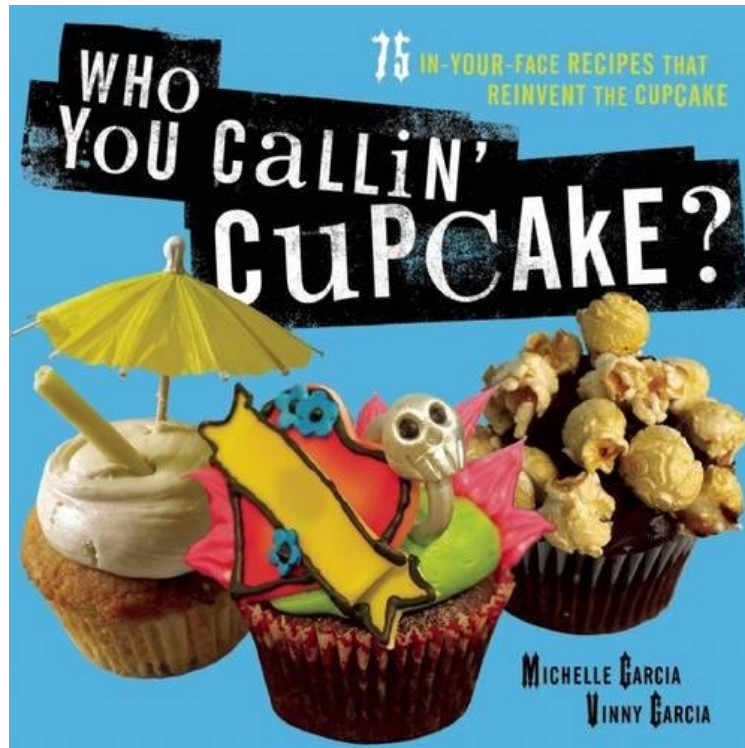


Who You Callin' Cupcake: 75 In-Your-Face Recipes that Reinvent the Cupcake

Michelle Garcia, Valentin Garcia
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Michelle Garcia, Valentin Garcia : Who You Callin' Cupcake: 75 In-Your-Face Recipes that Reinvent the Cupcake before purchasing it in order to gauge whether or not it would be worth my time, and all praised Who You Callin' Cupcake: 75 In-Your-Face Recipes that Reinvent the Cupcake:

71 of 73 people found the following review helpful. Great Ideas but Publisher nor author proofed the book/ Updated recipes taste poor By A. L. W. I was excited to get this cookbook until I noticed several errors throughout. For example: 12 Lemon cupcakes are supposed to come from 8 cups of flour and 8 eggs. Clearly, this is way off. Another recipe for Chocolate Sponge is supposed to yield 12 cupcakes, calling for 20 eggs. These recipes call for 2 teaspoons of salt for 12 cupcakes which can't be correct either. If you read the recipes, clearly the author put her soul into this book. There are nice distressed style pictures for most of the cupcakes which is awesome. She is clearly passionate about her work, and wanted to share that with the readers, however, that just didn't translate into making sure the recipes were in correct proportions before printing. And since most of the recipes rely upon the master recipes in the beginning of the book which have incorrect proportions, it makes the rest of the recipes not work and it also makes you worried to trust the rest of the recipes as well. The author's Facebook page shows that they are claiming that altitude, over mixing and lack of use of organic ingredients is the culprit for people's failed recipes when clearly that has nothing to do with, the fact that the proportions are way off. 2 teaspoons of salt for 12 cupcakes with 1 2/3 cups of flour tastes horrible whether you are 200 feet above or below sea level, whether you over or under mixed it or it's organic. The author submitted her

recipes to the publisher in grams and the publisher failed to convert them correctly. Be that as it may, what happened to the proof copy author's get before the book goes to print, or at least an attempt to make an errata page. The author posted 1 fix, for the basic vanilla cupcakes in grams, using Evaporated Can juice about a month ago. Most people can't get that ingredient. The author has known for several weeks that the proportions are way off and has made no attempt to make an errata page for any of the examples I named above which are clearly wrong. The author also suggests that people wait for the NEXT printing of the book. Given the sloppy way this book has been handled who would trust the author or publisher at this point to try "revised" recipes. It appears that most of those who are giving this book 5 stars have made no attempt to actually bake any of the recipes apparent from them saying things like "i can't wait to try them". I did try to bake the Vanilla Cupcakes, which were good but I had enough basic understanding and experience not to put 2 teaspoons of salt and the enormous amount of baking powder she suggests. My own changes made an excellent cupcake. Most who rated this book 5 stars are die hard fans of her baked goods from her bakery and from seeing her on TV. If you are going to use this cookbook, you'll need your own basic recipes for the Vanilla and Chocolate Cupcakes, and only rely on this book for ideas. It is not uncommon to find cookbooks with some errors, but the sheer number of these egregious errors show a lack of care taken in publishing this book, on top of the author not fixing more than 1 recipe.

UPDATE: 9-25-10 I noticed that FINALLY after three months of knowing the recipes were wrong, the publisher and author placed a number of "fixed" recipes up on this page and F.B. This was a super slow response to the bombard of personal e-mails, phone calls to the bakery, and requests on her f.book page the author rejected responding to, despite constant complaints by purchasers that the recipes were not correct. I tried the updated Vanilla Bean Cupcakes TWICE and both times they came out super dry and rough although they did not sink in the middle like her original recipes. I have catered desserts for over 10 years, and do extremely well, and I certainly know my way around making excellent baked goods. Her updated recipe just didn't cut the mustard. They may have changed the recipes, but failed to test them. Surprise, surprise. I really really wanted these updates to work, but given the way this whole thing was handled i'm not stunned to find these barely mediocre stand-ins doled out as fixes. This book is best used for ideas only. Forget the recipes, and save your ingredients because updated or not the author's recipes just don't measure up. Sometimes people can be so offended that their hard work is being criticized so negatively that they refuse to accept responsibility. This was apparent by her not "fixing" things for 3 months and offering blame instead as well as the F.B chatter that erupted so badly that she deleted some of it. The result is that they put a lack of effort into fixing things they didn't think were a problem in the 1st place. Bottom line, the fixes just don't taste good. It's a shame because she worked really really hard in visual presentation, but there was just too much carelessness in the execution of translating of the actual recipes themselves from bakery to home versions. Some things are a little more than converting numbers.

3 of 3 people found the following review helpful. What a con! By cupcakevixen I was extremely excited as soon as I opened this book. The ideas were insightful and enticing and there were even vegan options! The author, for the most part, created a formula to make interesting cupcakes just based off of two basic recipes: The Vanilla Bean and Devil's Food. I decided to attempt both batches last night not wanting to waste any more time without these formulas in my life. The first batch was Devil's Food. It's a vegan recipe so I thought maybe the abnormal amount of baking soda was to make up for the leavening properties of the omitted eggs. I was wrong. It was disastrous. The tops completely caved in in the oven. I chalked it up to a mistake on my part, 'Perhaps I forgot an ingredient', and moved on to the Vanilla Bean recipe. Once in the oven not only did the tops cave in, but they overflowed all over the pan as well making a mess of my oven and cupcake pans. I thought: 'It had to be the oven!!! Now I have to get a repairman to come in and fix it, what a headache blah blah blah...' BUT WAIT! I decided to look up reviews on this book and everyone else had the same problem as me. WHAT A CON! I am SO disappointed because I was SO excited about this book. Clearly what happened is the author did not REALLY want to give away their most precious recipes, but still wanted to reap the financial benefits a cookbook would deliver. You give punks a bad name, sirs. Tisk Tisk.

12 of 12 people found the following review helpful. Something is really wrong with these recipes. By Sandra Schneiderman I make cupcakes all the time and they always come out fine. I decided to get this book and make Roasted Banana with Ricotta and Pumpkin Chocolate Spice for this Thanksgiving. What a disaster. After buying expensive ingredients and spending a LOT of time prepping for these cupcakes, they came out disgusting and they all fell. Something is seriously wrong with the proportions in this book. Here is a picture of what the Pumpkin Chocolate Spice looked like. [...] Great ideas for flavors, but I lost a LOT of time and money on cupcakes that are not right. I almost want to drive to Chicago to tell the bakery how disappointed I am. DO NOT BUY!

CuPcAkE AnaRcHySmash the rules! Trash your cookbooks! Start baking cupcakes that will blow people's minds! Designed for cupcake lovers who are sick and tired of the same-old, play-it-safe options, Who You Callin' Cupcake?, written by the master chefs of Chicago's popular Bleeding Heart Bakery, shows inspired bakers how to create stunning alternatives that will rock their guests. These 75 recipes mix unusual ingredients that are as daring as they are delicious. You don't need to be a master chef to use Who You Callin' Cupcake?'s easy-to-follow system for making tasty, original creations like: bull; Bananas Fosterbull; White Chocolate Wasabi bull; Mojito bull; Creamsicle bull; BBQ Pork bull; Chocolate Cherry Stout bull; Curry Cardamom bull; Peppermint Candy bull; Tiramisu

About the Author Michelle Garcia and Valentin Garcia run the certified organic Bleeding Heart Bakery in Chicago. Michelle received her classical training at the French pastry school at City College of Chicago.