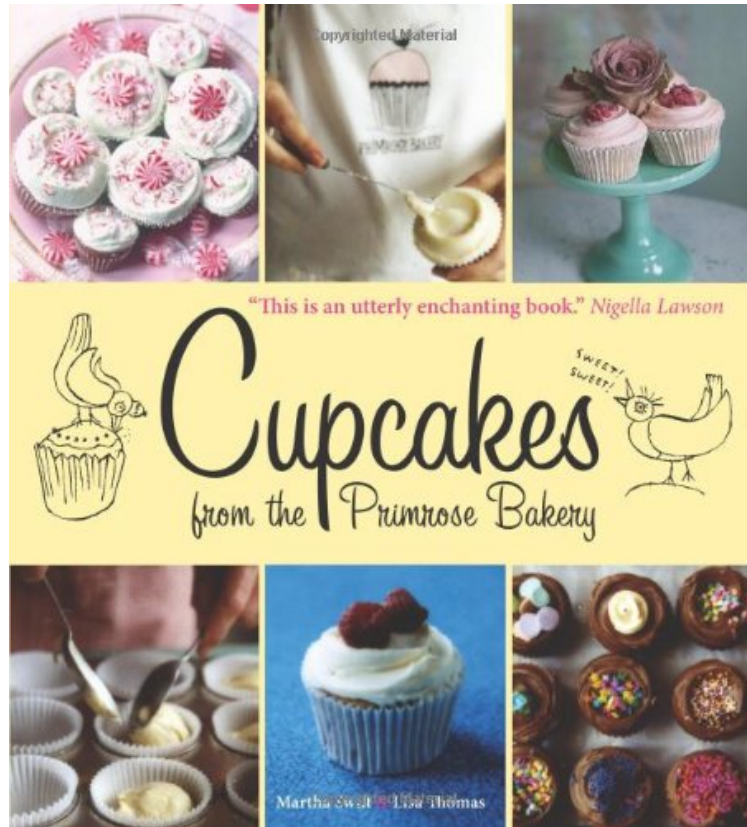


Cupcakes from the Primrose Bakery

Martha Swift, Lisa Thomas

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Martha Swift, Lisa Thomas : Cupcakes from the Primrose Bakery before purchasing it in order to gage whether or not it would be worth my time, and all praised Cupcakes from the Primrose Bakery:

1 of 1 people found the following review helpful. At least the pictures are prettyBy BJA I was looking for a new cupcake recipe book and stumbled on to this one. It looked good so I bought it. The pictures are very pretty and the instructions are fairly straight forward. I decided to try and make the Strawberries and Cream for my first cupcake. I found the batter to be a little dense, which I initially didn't pay to much attention to. However, when the cookies finished baking, they were still very dense and not light and fluffy like I anticipated. The cooler they got, the firmer they were. Now, the average home oven is different than that of a bakery, so I'm thinking maybe I should have decreased the time a bit. I also made the vanilla buttercream icing to go with it. The icing is so sweet, that you can hardly eat it and it really doesn't have much of a flavor. I think that it should have more flavoring to it, either more vanilla, or even something a bit stronger.I'm not going to give up just yet, I would like to try something else before rendering my final judgement on Primrose recipes. I really hope the next ones work better.1 of 1 people found the following review helpful. Tried multiple cupcake recipes and they were terrible. My daughter was too embarrassed to bring the ...By Mike BettiTried multiple cupcake recipes and they were terrible. My daughter was too embarrassed to bring the cupcakes to school. Thought I messed something up but it happened to my husband too.1 of 1 people found

the following review helpful. Love it!!By Jennifer O'NeillI bought this cookbook after trying only recipe, and I have fallen in love with it. Each recipe is easy to make, the ingredients are easy to obtain, and the end-product is simply delicious. This recipe has been the best cookbook I have ever bought (for cupcakes, at least) and I would recommend it to anyone, beginner or not. Also, in case anyone is curious, I baked the Lemon Cupcakes, the Vanilla Cupcakes, the Raspberry Cupcakes, the Orange Cupcakes, and the Coconut Cupcakes. All were delicious and easy to make.

Two mothers in London wanted to produce cupcakes from natural ingredients, using no preservatives and no artificial colors, ingredients, or flavors. And, equally important, they wanted them to look amazing and totally distinctive. They went to the US, to Italy, to Australia, and to the Philippines in search of original and appealing decorations ? flowers, sprinkles, animals, butterflies. These simple recipes are for every possible occasion and public holiday ? from Valentine?s Day to Halloween, from weddings to birthdays.

From Publishers WeeklySwift and Thomas of London's popular Primrose Bakery usher readers behind the counter to share their recipes for cupcake success, with dependable results. After offering a handful of basic recipes for vanilla, chocolate, lemon and carrot cupcakes, the bakers offer six buttercream frostings (standard vanilla and chocolate as well as coffee, lime and coconut, orange cream cheese and lemon) that the form building blocks for the rest of the collection. Little more than variations on a theme, many of the duo's recipes employ either a twist on a frosting (chocolate liqueur) or the cake itself (Earl Grey tea, malted milk, etc.), with a selection of "special occasion" cupcakes (for events like christenings, anniversaries, and birthday parties) that merely suggests decorating ideas like jimmies and plastic cake toppers. While their photography and style is eye-catching and their recipes perfectly acceptable, Swift and Thomas offer few surprises; novices interested in testing the frosted waters will find this a practical collection, but experienced cupcakemakers (bakers and consumers both) will likely be disappointed. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. These are simple, classic cakes, expertly executed and presented with Primrose's own quirky sensibility. The coffee and walnut cake--yes, they go beyond cupcakes--comes with icing only on top and between layers, leaving the sides rough and doughy. The peppermint cupcakes, dolloped with spearmint-colored buttercream and red-and-white-swirled candies, look straight out of Whoville. And we might just take to topping our cream cheese icing with grated orange zest after seeing how beautifully the authors dusted their carrot cupcakes with citrus-y flecks. --Bon Appetit, May 3, 2010Multiple batches of the authors' recipe for vanilla cupcakes -- topped with super-sugary chocolate buttercream or vanilla buttercream frostings -- delighted crowds, including office guinea pigs, er, colleagues. Another sugar high: unusual cupcake varieties such as Earl Grey and Amaretto. --Washington Post, Express Night Out, May 19, 2010Highly recommended for libraries that are looking for an advanced cupcake book--chefs will find plenty of party ideas. --Library Journal, starred reviewAbout the AuthorMartha Swift and Lisa Thomas founded the Primrose Bakery in 2004 in Primrose Hill. Little did these two working mothers know that they were soon to be creating the most sought-after cupcakes in London. Today, the Primrose Bakery supplies Selfridges Food Hall, Fortnum and Mason, Tom's Deli, and Fresh Wild as well as an impressive list of private clients, such as Jude Law, Kate Moss, Paul Smith, and Madonna. The Primrose Bakery made cupcakes for Sir Elton John's 60th birthday, the British Music Awards, and UK Fashion Week.