

come with me to maxie b's

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Author Emma Donoghue once wrote “If I was made of cake I’d eat myself before somebody else could.”

If you’ve ever been to Maxie B’s on Battleground, you know just how true that statement may be. Homemade cakes of all flavors, shapes, colors, and sizes...it’s almost like heaven in there.

Maxie B’s hasn’t always been Maxie B’s, though. It began as a frozen yogurt franchise in 1985 known as I Can’t Believe It’s Yogurt! So how did it become a cake shop?

“We originally started out as a yogurt franchise back in 1985 and then in about 2001-2002 we actually branched away from that and became its own independent enterprise,” café coordinator Abby Nettesheim said.

The storeowner, Robin, began receiving requests for cakes years after the yogurt shop opened. She had two pugs named Max and Bitterman that brought inspiration for the name of Maxie B’s. And thus, a new shop was born.

The dynamic of the shop may come as a surprise to customers. People don’t have

assigned roles, but rather move around from job to job each day.

“The good thing about the shop is everybody does something different, but everybody chips in,” Nettesheim said.

The process of making a cake is long and grueling, and the cake travels around the shop to be completed.

“Everybody has their hands in it and not just one person just bakes, ices, and decorates a cake, it’s a whole separate process to it. It takes quite a couple of days to actually get something done around here,” Nettesheim said.

The cakes go through what the staff calls “phases”, such as mixing, baking, icing, and decorating. There are employees stationed throughout the store doing one of these tasks, whatever they have been assigned for the day.

“It’s a lot of hands it travels through to make sure that it’s what customers are expecting. It’s supposed to look a certain way so a lot of hands and eyes look at our product before they go out to the customer,” employee Candis Rose said.

Going through this process eliminates a lot of possibility for mistake.

“Rotating through different roles helps you see the entirety of the bakery, rather than remaining focused in one role for the

whole time you are here. It also allows for you to have more of an experience of how things are made, how the process goes, and how its supposed to look as it goes out to the customer,” Rose said.

After going through the process of actually baking and icing the cake, it goes in the hands of the decorator. Maxie B’s has a team of four decorators, and everything is hand made, from the fondant to the calligraphy one can see on specialty cakes.

The shop has a high volume of requests for cakes, and sometimes customers call cakes in last-minute. Well, that’s no problem.

“We have the ability to offer a cake to a customer same day. Customers can walk in and pick up a cake like that,” Nettesheim said. “Normally on Fridays and Saturdays and Sundays it is fully stocked. There’s cakes sitting on the shelves, on the floor—we are fighting for space in here.”

The long process of baking, icing, and decorating a cake to perfection certainly pays off in the eyes of the customers.

“I love Maxie B’s because it’s an awesome environment to hang out with friends while eating,” junior Capri D’Souza said. “They have really good foods at their bakery, and my favorite is the strawberry buttercream cake.”

Photos by Alexis Marvin