Hi, I'm Cassie Cupcake!
I'm so glad you stopped by to see me at ASU Open Door!

Kidpreneur - Chocolate Cupcakes Bake Sale Activity Sheet

Ingredients

● Cupcakes
  ○ ½ cup (1 stick) unsalted butter, softened
  ○ 1-½ cups granulated sugar
  ○ 2 eggs
  ○ 2 teaspoons vanilla
  ○ 1-⅔ cups all purpose flour
  ○ ½ cup cocoa
  ○ 1 teaspoon salt
  ○ ½ teaspoon baking powder
  ○ 1 teaspoon baking soda
  ○ 1 cup buttermilk (not low-fat)
  ○ ½ cup 2% milk
  ○ 3 ounces semi-sweet bar chocolate, chopped finely

● Icing
  ○ 1 cup unsalted butter (2 sticks), softened
  ○ 3-½ cups confectioners’ sugar
  ○ ½ cup cocoa
  ○ ½ teaspoon salt
  ○ 2 teaspoons vanilla
  ○ 4-6 tablespoons whipping cream

Instructions

● Cupcakes
  ○ Preheat the oven to 350 degrees. Prepare muffin tins by placing cupcake liners in 20 spaces.
  ○ In the bowl of an electric mixer, beat the butter until it is light in color. Add the sugar and continue to beat for three minutes. Add the eggs, one at a time, allowing the first one to fully incorporate before adding the next. Beat for one minute. Add the vanilla extract and mix to combine. Scrape the bowl.
  ○ Meanwhile, in a small bowl, sift together the flour, cocoa, salt, baking powder and baking soda. Mix it lightly with a whisk if you do not have a sifter. In a measuring glass, combine the buttermilk and the milk. Add the flour mixture and the milks to the batter in several additions with the mixer on low, beginning and ending with the flour mixture (e.g. flour, milk, flour, milk, flour) fully incorporating the flour and milk after each addition. Add the chocolate to the batter and mix until well distributed.
  ○ Fill each cupcake liner to approximately ⅔ full. Bake for 17 minutes and check doneness. Bake for up to an additional 2 minutes, if needed. Remove the cupcakes from the oven and allow them to cool completely on a wire rack before frosting.
● For the icing
  ○ Place the butter in the bowl of an electric mixer and beat it until it is light and fluffy.
  In a medium-size bowl, sift together the confectioners’ sugar, cocoa, and salt. With the mixer on slow, add the sugar mixture to the butter. When incorporated, add the vanilla and the cream. Whip the icing until it lightens slightly and is of a spreadable consistency. At this point, use the cream to adjust the consistency. If the icing is too stiff, add up to a total of 6 tablespoons.
  ○ Spread icing on the cupcakes, or use a pastry bag and a piping tip to ice them.


Business/Selling Tips:

Marketing/Price:
● Use Flyers to tape around your town.
  ○ In Public places (ex: libraries, community centers, school bulletin boards etc.)
● Mailing flyers
● Use Social media to spread the word
  ○ By doing this you will be able to see the interactions
  ○ The amount of people that are probably going to show up
  ○ What are potential customers wanting?
    ■ Type of cupcakes, Flavors, Size etc.
● Build your stall:
  ○ Make Your stall pleasing to the eyes:

    ■ Bright colors or create a theme with your cupcakes that depicts through your marketing and physical stall
● Have a marketing slogan
  ○ This can go on the flyers, stand, cupcakes etc.
● Bake Sale Pricing Guide
  ○ Keep things affordable, and try to have a range of prices from $1 up so anyone can purchase a cookie or a muffin.
  ○ Sell more items by pricing things in groups: "Cupcakes $2 each or 3 for $5." This will entice people to spend more money.

Reference: https://www.allrecipes.com/article/bake-sale-favorites/