



by Kelly Mahan

## Crushcakes in Carpinteria



Chris Cullen

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Montecito's Shannon Noormand opens second Crushcakes & Café in Carpinteria

Crushcakes Cupcakery & Cafe has opened a second location in Carpinteria, and is now offering delivery to Montecito and beyond.

Crushcakes owner **Shannon Noormand**, who lives in Montecito and whose children attend Cold Spring School, opened the original Crushcakes on the corner of Arlington Avenue and Anacapa Street in Santa Barbara over three years ago. She is no stranger to the restaurant business. Her family owns Giovanni's pizzeria, and Shannon was the original owner of Bitterman's Deli on Canon Perdido Street. She left the industry to pursue school and eventually a career in Human Resources; she also has two sets of twins, aged 10 and 16.

Opening a cupcakery was her calling, says Noormand, who insists on using high-quality ingredients including organic eggs, real butter and local produce for all her house-made products. The cupcakery naturally expanded into a café, which serves breakfast and lunch items including skillet potatoes and eggs, breakfast burritos, daily soups, salads, paninis, homemade bread pudding, muffins, scones, coffee cakes and cookies. The eatery is also one of very few vendors for Intelligentsia coffees and espresso drinks, a cult favorite among coffee lovers. Noormand tells us she plans on expanding the hours of the new location; she will also add a dinner menu, a beer and wine list, and renovate the back patio to add more seating around a fire pit. Live music and other events may be on the agenda eventually, too, she says.

"I am so pleased with the reception we have received from Carpinteria



Crushcakes cupcakes are made with organic and local ingredients; daily offerings include vegan and gluten free options

residents, she says. "They come in and thank me and hug me!" Noormand says she wanted to make the new store a little different from the original Crushcakes, and describes the décor as more "big city" and "industrial shabby chic."

The shop, which is in the space formerly occupied by Firm Athletic Club and before that a grocery store, is lined with wood tables and metal chairs, and is adorned with large art installations by **Michael Mathison**. Noormand says the shop caters to all ages, including high school and college students who study there; free WiFi is available. "I want everyone to feel welcome here, from Cate students who come for a cupcake after class to moms with strollers who meet for coffee, and anyone in between," Noormand said. She says a lot of customers have sought her and the shop out after her two appearances on the Food Network hit, "Cupcake Wars."

In addition to cupcakes, breakfast and lunch, Crushcakes offers catering, delivery, and fulfills special and custom cupcake and cake orders for birthdays, bridal and baby showers, bachelor and bachelorette parties, weddings and more. Crushcakes & Café is located at 4945 Carpinteria Avenue. For more information visit [www.crushcakes.com](http://www.crushcakes.com).

### Earthquake Safety

As part of their monthly trainings and in conjunction with Earthquake Safety Month, MERRAG (Montecito Emergency Response and Recovery ActionGroup) is holding an Earthquake and Tsunami Preparedness training



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