

DTH-10

NOTE: no mention is made that Spencer Young brought this tenant in and executed the related lease

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'Bliss'-ful bakery takes 3Cups location

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Due to a reporting error, this story gave the incorrect cost of a cupcake. A cupcake costs \$2.50. The Daily Tar Heel apologizes for the error.

Mike Taylor, 29, will tell you that the feeling his cupcakes give customers can be summed up in one word — bliss.

Taylor, who previously managed his business partner's Pittsburgh bakery, came to Chapel Hill to start the Bliss Boutique Bakery after he saw what he believed was a distinct lack of a cupcake-specific bakery.



DTH/Lisa Pepin

Pastry cook Allegra Torres mixes a batch of cupcakes Saturday at Bliss, a new cupcake shop. The store just opened on West Franklin Street.

"It's bliss, it's extreme elation," Taylor said, referring to the name he wanted when naming his store.

The bakery opened Saturday at the former location of 3Cups on West Franklin Street with music playing in the background, free samples to the steady crowd that flowed through the doors and a display of their nine cupcake flavors.

The kitchen, which was converted from an office adjacent to the shop, opens directly into the main bakery.

Taylor said he knocked out the wall so customers can watch the sweets being baked and frosted by pastry chief Howard Allen and his kitchen crew.

Alex Wolf, a UNC senior, said he enjoyed both the food and the atmosphere, as well as being able to see into the kitchen.

Stretching from the kitchen to the counter is what Taylor calls a pastry transport system, or cupcake trolley. It consists of a system of hanging baskets that delivers cupcakes directly into the dining area.

He said he invented the trolley to get the fresh cupcakes from the kitchen to the displays efficiently.

One cupcake costs \$1.60 and there is always at least one vegan cupcake option.

Taylor also said he hopes to have a flavor box in which customers can write down ideas for cupcake flavors that they would like to try.

They will pull a suggestion from the box once a week, and the suggested flavor will be the special cupcake flavor of that week.

"There is a universe of recipes for cupcakes," Taylor said. "So you have lots of opportunities to get really creative with it."

Taylor first came up with the idea for the bakery when managing a cupcake cafe that his business partner Dennis Steigerwalt started.

Both he and Steigerwalt had family in North Carolina and entertained the thought of starting a similar style store in Chapel Hill, Taylor said.

Feuds With Everyone

Bliss turned into Taylor's pet project and his dreams of sugar became a sweet reality after signing a lease for the space in August.

Bliss occupies the former space of 3Cups, which left due to a dispute with the former landlord.

"I am excited about this courtyard," Taylor said. "This place is open for all kinds of opportunity."

Contact the City Editor at citydesk@unc.edu.

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