

FLAVOR

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Tribune photos by JEFF HOUCK

Nicole Rogers traded a career in public relations and marketing to open a bakery specializing in cupcakes with her boyfriend. The Cupcake Spot opened in December in South Tampa.

By JEFF HOUCK
The Tampa Tribune

sweet epiphany

What Nicole Rogers learned about opening a cupcake shop

TAMPA — As midlife revelations go, Nicole Rogers had a tasty one. Sitting on a beach in Greece, she and her boyfriend, Doug Longo, got to talking about how cupcake stores were showing up all across the United States.

Magnolia Bakery in New York City. Sprinkles in Los Angeles. Cupcakes in Chicago.

“We were wondering when someone was going to bring it to Tampa,” she says. “We got tired of waiting, so we opened our own.”

It wasn't like she was already in the food business. She owned her own public relations firm and had done marketing for about 18 years. But she passed her 40th birthday last year and decided a change was necessary. She had baked with her parents since she was a little girl, making souffles and baking cakes with her dad. And she won a Girl Scout bake-off in third grade with a chocolate cupcake recipe.

Rogers and her boyfriend opened The Cupcake Spot on South Dale Mabry Highway in early December.

See CUPCAKE SHOP, Page 6 ▶
New flavors introduced twice a week.

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