



Jaime Teo

and The Magical Story of Twelve Cupcakes

We visited Jaime Teo at her Twelve Cupcakes shop at Millenia Walk and were absolutely spellbound! Jaime's warmth and hospitality, the stunning decor and the oh-so-dreamy cupcakes turned this little trip into some true time-out-from reality. We thoroughly recommend you stop by Twelve Cupcakes soon for some good old-fashioned 'happy time'.

Why cupcakes?

Jaime Teo is a multi-awarded Miss Singapore Universe 2001, an actress, dancer, singer and Mum to one and a half year old Renee Ong. Why would she go into the cupcake business, we wondered.

Jaime said, "Twelve Cupcakes is quite a good marriage of interests. Daniel likes business and I like baking. I started baking at the same time we started dating, despite nobody in my family thinking I had a baking bone in my body. Daniel has a

sweet tooth and he says everything I make is great. He's the ultimate PC husband."

Jaime is married to celebrity ex-deejay and popular host, Daniel Ong, the brains behind the business side of Twelve Cupcakes. We were impressed and amazed when we discovered that the superb all-white decor of Twelve Cupcakes, including the brilliantly graphic logo, are all done by Daniel. We particularly loved the ceiling treatment - sort of like inverted cake stands emblazoned with the Twelve Cupcakes logo.



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...If only every woman's business plan could have that kind of husbandly support!

Why Twelve Cupcakes?

When we asked Jaime why she named her (second) baby Twelve Cupcakes, we were intrigued and impressed by her explanation.

"Twelve is a very overlooked number but a very significant number. 12 strikes is a perfect game in bowling. There are 12 months in a year. 12 numbers on a clock. 12



signs in the zodiac."

And, of course, there are usually 12 cupcakes on a tray.

We agree with Jaime. Twelve Cupcakes is a great name and a great cupcakery (sorry we did make that word up, but we like it a lot).

What Guardian Feeling loves about Twelve Cupcakes is the fact that everything is simply so divinely deliciously good. Good service from truly friendly, sweet people with smiles that seem sincere. Great coffee. We even love the hot pink boxes that stand out like neon lights against that very clean yet quirky all-white decor by Daniel. Everything, we mean everything, is great! And, last but not least, the cupcakes are sublime.

Does fame make it all a-piece-of-cake?

When we quizzed Jaime on whether being a celebrity is a major advantage in business, she was disarmingly open. "In terms of being a celebrity, it does help to get the word out. But people won't come again if the products aren't good. Lots of customers don't know who I am."

On the product quality, Jaime ensures it is beyond good. She uses only butter and only French butter, despite the costliness. It's this kind of uncompromising attitude that keeps the customers coming back,

Twelve is a very overlooked number

and which enabled Jaime and Daniel to open their third Twelve Cupcakes.

Jaime said that her main customer base consists of ladies from offices.

They come and sigh wistfully, then usually give in. A cupcake

or two for themselves, their colleagues, their friends, and then some more to take back home. Yes, ladies do love cupcakes, but then

again Jaime said there are many guys who buy cupcakes for their girlfriends.

Speaking of which, Jaime said that she believes a way to a girl's heart is time, humour and good food. While

Jaime is the undisputed cupcake and all-round baking queen of the

house, according to Jaime, Daniel does great roasts and pastas.

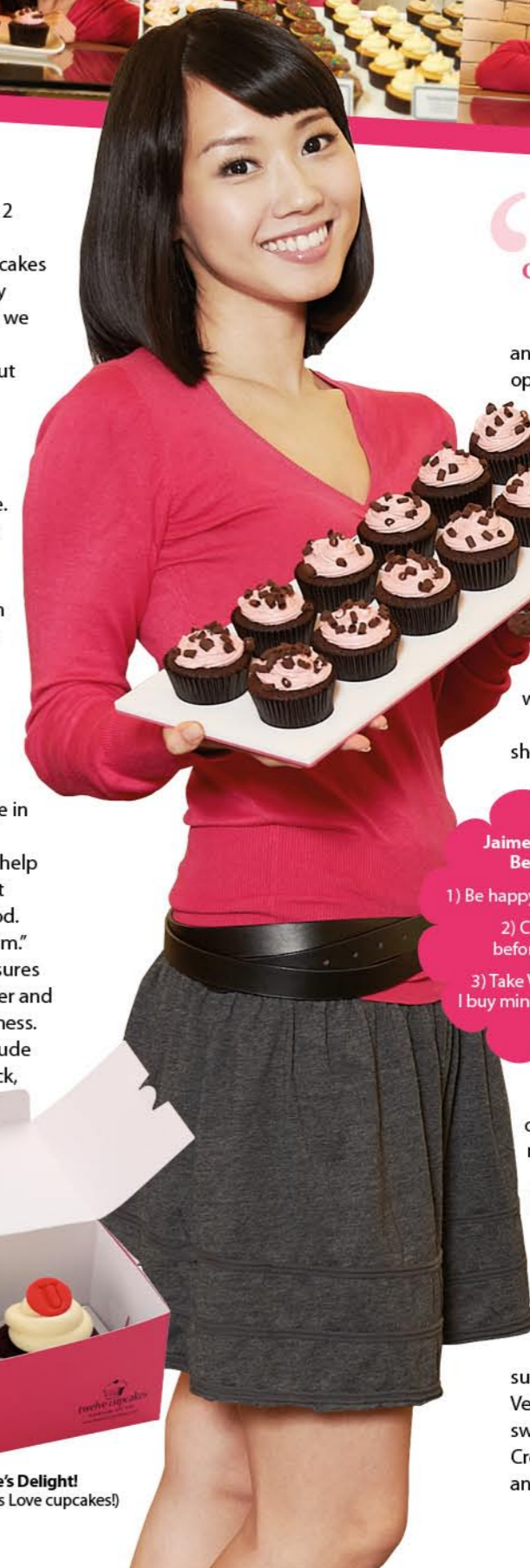
So, gentlemen, take note! Plan a

trip to Twelve Cupcakes for 14 February. Twelve

Cupcakes surely beats the tired old wilted-in-an-hour dozen over-priced roses, don't you think?

Flavour faves?

The signature cupcake of Twelve Cupcakes would have to be the magnificent Red Velvet. Guardian Feeling's Editor can vouch for the fact that she has done an islandwide taste survey, and this is the most superb Red Velvet variant in the entire nation. Not too sweet, moist yet not heavy, with a Vanilla Cream Cheese frosting that's luscious, light and oh-so-lovely.



Jaime's Top Trio of Beauty Tips

- 1) Be happy. It takes years off.
- 2) Cleanse well before you sleep.
- 3) Take Vitamin C daily. I buy mine from Guardian.



Valentine's Delight!
 (Men, girls Love cupcakes!)



Anything-but-ordinary Red Velvet's on the Everyday list, while another true stunner, Raspberry Chocolate, is on 'Our List of Specials'. That true raspberry flavour that comes only from real raspberries is concentrated in a heart of pure splendour... Ah, real raspberry puree is used, and does it show. Divine.

When we asked Jaime what Baby

Renee's favourite flavour is, we were sorry to hear that the answer is none.

Why?

"Renee's allergic to egg whites. She had very bad eczema when she was young and so we went for the patch test. She can't eat cupcakes but she loves the cream cheese!"

Magic formulae?

The recipes Jaime uses are mainly sourced online, then tweaked and re-tweaked time and time again until she's satisfied.

"Coming up with new cupcakes is the most fun part, and so much more fun than dealing with numbers. I love the baking part, and all the nitty-gritty details. For instance, I really love whipped cream but of course it's out. So how do I come up with a butter cream that's not oily and won't separate but tastes great?"

Well, Jaime sure managed to, because the butter creams of Twelve Cupcakes are invariably wonderful. From the Oreos Crumbles Infused butter cream of Cookies N Cream to the Strawberry Puree Infused butter cream of Strawberry Vanilla. YUM.

Cupcakes are magic because...

We asked Jaime to complete the sentence and we loved her spontaneously brilliant answer.

Cupcakes are magic because "now you see it, now you don't - the ultimate disappearing act!"

Well, at Twelve Cupcakes, there sure is a lot of magic going on.



Easiest EVER Banana Cake recipe

By Jaime Teo

- 125 g butter
- ¾ cup sugar (185gm)
- 1 teaspoon vanilla essence
- 1 egg
- 2 ripe bananas mashed (I used 3)
- 1½ cups self-raising flour (185gms)
- ¼ cup milk (I used lowfat milk cos that's all I had at home)



1. Melt the butter, sugar and vanilla in a medium sized saucepan. (I microwaved sugar and butter in a glass bowl til the butter melted(20s), and stirred it to a gooey mix. THEN I added the vanilla essence)
2. Add mashed bananas and stir through until just blended.
3. Add egg and mix in well. (I didn't even beat the egg in a separate bowl. It's literally break egg in and mix well.)
4. Stir in flour (I sifted in the flour, half cup at a time.)
5. Add milk and mix lightly. (I stopped mixing the moment I couldn't see the milk. And mixed in a cup of chocolate chips my second attempt too)
6. Bake at 170°C for approximately 40 minutes. (Mine took almost 50mins - do the skewer test!)

This recipe is officially the easiest recipe I've tried with successful results!! It's really soft, moist and tastes fabulous. If you've never baked before, this should be your first recipe cos it's so forgiving and encouraging Be adventurous with it - add nuts / chocolate chips / whatever you think goes with bananas.