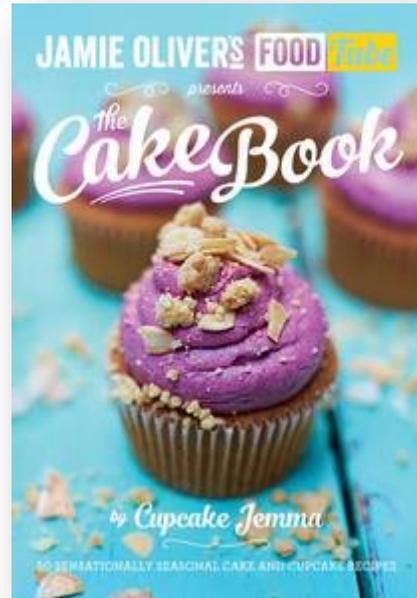


Jamie Oliver's Food Tube: The Cake Book

Jemma Cupcake - 9780718179205

Hi Guys, Jamie Here!

Well, have I got a treat for you, and it comes in the form of the lovely, luscious, super-talented Jemma Wilson, who I had the pleasure of meeting many years ago when she was running a stall at one of my street festivals. Jemma runs a bakery called Crumbs & Doilies, and there's no doubt about it, she's a real pro-baker – the quality of her cakes and bakes is off the chart. They're ridiculously, heart-stoppingly good, and she's great at telling us, in her friendly, direct way, exactly how to make them – from those essential, back-to-basics recipes, to show-stoppers that you won't believe you've made, plus those all-important secrets, hints and tips that'll give you the confidence to cook these amazing creations yourself at home.



This little book is one of the first in a collection of no-nonsense, beautiful cookbooks, inspired by the incredible cooks, chefs and artisans on my [Food Tube](#) channel. If you don't know the channel already, hunt us out on YouTube, where myself and a bunch of super-talented people, including Jemma, are uploading exclusive videos every week, with plenty of clever tips, tricks and methods that'll transform your cooking. We're a community of food lovers and experts, who simply want to share our passion with you guys, so if you have any questions, please leave a comment and we'll be happy to answer.

In this little book, Jemma has focused on great cakes and bakes, split up seasonally so you'll have a wonderfully naughty treat to choose from whatever the time of year. It might be small, but it's crammed full of brilliant recipes that'll serve you very well for many years to come. Take it away, Jemma!

Big love,

Jamie Oliver

Cupcake Jemma

I've always been a creative type. At school art was my favourite subject, and I went on to Camberwell College of Arts to study graphic design, but I was lost there – I couldn't seem to get my teeth into anything, and dropped out after my second year, fully believing that I'd lost my imagination! It wasn't until I discovered baking and set up Crumbs & Doilies that I realized I'd found my creative outlet. It wasn't painting or typography; but it was art, of sorts.

I was a latecomer to baking. Sure, I'd baked a bit as a kid, but I was far more interested in eating cake than in figuring out how to make it. I used to watch my grandma baking, but it didn't occur to me until I grew up just how magical and cool it was that she instinctively measured her ingredients without scales and yet still managed to make perfect, delicious cakes every time.

My own first venture into baking-land was in Australia. I'd been staying with my best friend Marisa in Sydney and wanted to host a tea party to say goodbye – it seemed like the British thing to do! I borrowed a recipe book, bought ingredients, then mixed, whipped and beat until my arms were sore. I produced some of the most inedible scones of all time, but other things came out perfectly, and to be honest, it was actually that process of turning some simple ingredients into something delicious which inspired me to carry on when I returned home. I wish I could say I was a natural baker, but I wasn't; still, what I lacked in ability, I made up for in enthusiasm! If a recipe didn't work the first time, I was positive that if I tweaked something here or there, I could improve the result.

I'm certainly not an expert; I'm completely self-taught. I don't know how to make fancy French pastries or confectionery, and I've made plenty of mistakes while trying to figure things out, but I strongly believe that anything is possible if you try hard enough. There's a science to baking, of course, but it's not rocket science!

Patience, determination, a willingness to keep trying and the ability to get right back on to my vanilla-sponge horse after I'd fallen off its under-risen back were the only qualities I needed to become a successful baker.

So this book is a collection of some of my favourite recipes, both from my own brain and also from the collective brain of Crumbs & Doilies. Every cupcake recipe makes 24 cakes, because I want you to share – get out there and make friends via cake! The way cakes look and taste can really remind me of the different seasons, so while the first chapter covers baking basics and all the bits and bobs that'll make your cakes extra-special, I've split the remaining chapters up by season – not necessarily because they use seasonal ingredients, but because they evoke that unique feeling that comes with that particular time of year. Nothing here is too complicated, so you've got no excuse not to try them all. One thing we like to do at C&D is to mix up the flavours, so once you've had a go at a few recipes, shuffle things around – put Earl Grey buttercream on your chocolate cupcakes – go nuts! If at first you don't succeed, try, try and try again. And don't forget to check out my videos on [Jamie Oliver's Food Tube](#) channel for lots of extra tips and techniques. Enjoy!