

Baker Susan Sarich

FRESH FACE 12.27.06 9:00 PM

Her new shop becomes a classroom.

What She Does: Sarich has been baking and catering corporate and social events for 15 years, and just opened her own Westside bakeshop, **SusieCakes**, in Brentwood.

CONTINUED >

PHOTO GALLERY THUMBS PREVIOUS NEXT HELP



Baker Susan Sarich

Her Inspiration: The Chicago-born Sarich's childhood memories are filled with aromas of her grandmother's desserts. The smell of freshly baked pound cakes and just-out-of-the-oven chocolate chip cookies were the inspiration for her shop and the desserts she bakes there.

Her Specialties: The all-American-style bakery features folksy favorites like the Whoopee Pie (two fudge cookies with vanilla buttercream in between) and frosting-filled cupcakes. She also makes a variety of traditional and customized layer cakes (available by the slice) and pudding flavors (including butterscotch toffee and banana with vanilla wafers). The shop offers customized concoctions that display a company's logo; the service is available on all cookies and cakes. **Disney Corporation** and the **Tide** detergent brand both served SusieCakes's cupcakes bearing their logos at recent events.

What's New at the Shop: "Cakes have the unique ability to connect us back to the special people and cherished events of our lives," Sarich says. In January she plans to offer cupcake-decorating classes as a teambuilding activity for young-at-heart groups.

MORE FRESH FACE STORIES

- [2001-2011: 6 Up-and-Coming Event Pros to Watch in the Next 10 Years](#)
- [Lisa Summers Haas, Former CBS VP, Launches New PR firm](#)
- [Denise Assad Draws From Family Recipes at Bountiful Bakery](#)
- [Plant Physiologist Jay Michael Designs Avant-Garde Floral Creations](#)
- [New Production Firm Creates Inventive Branded Experiences](#)

More Suppliers/Venues to Consider

ADVERTISEMENT



Renaissance Hollywood Hotel and Spa

The Renaissance Hollywood Hotel and spa is the perfect blend of location, style and sophisticated service. Adjacent to the renowned Kodak Theater and home to the Academy Awards®, the Renaissance Hollywood Hotel & Spa is the perfect meeting place with 148,000 square feet of flexible function space and unique venues. [MORE >>](#)

[EMAIL THIS RESOURCE](#)



PTL Staffing & Events LLC

PTL manages high-end staff who provide top-quality services for high-profile fashion, entertainment, and corporate clientele with power, truth, and love. PTL has a unique niche in the industry, offering a variety of specialized event staffing boards: its high-fashion/top-service model team, Power Board; a top-quality service team, Truth Board; and a charity driven Love Board. [MORE >>](#)

[EMAIL THIS RESOURCE](#)



House of Blues Sunset Strip

Whether it's a corporate or private event, meeting, luncheon, dinner, cocktail party, red carpet event, new product launch, or a movie premiere, the legendary House of Blues® is the place to host the celebration. Exciting menus featuring traditional American cuisine with a Southern flair will amaze crowds while state-of-the-art sound, lighting and staging will keep your guests rockin' all night long. [MORE >>](#)

[EMAIL THIS RESOURCE](#)

Search for Suppliers

- Activities/Experiences
- Catering/Food Services
- Decor/Design/Flowers
- Entertainment
- Event Planning & Marketing/Meeting
- Event Production/Audiovisual Service

[Search](#)

Search for Venues

By Type

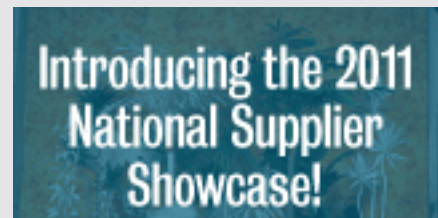
- All Types
- Activity Venues
- Ballrooms (All Venues)
- Banquet Halls
- Bars/Clubs/Lounges
- Boats/Cruises

By Neighborhood/Location

- All Neighborhoods
- Beach Areas (including LAX)
- Eastside/Pasadena
- San Fernando Valley
- Southern California/Environs
- Westside

Show Only New Venues

[Search](#)



MOST POPULAR

- Today This Week This Year
- Los Angeles All Markets



- [1. Live & Dine L.A. Replaces 'Angeleno' Mag's Chefs Night Out Tasting and Awards](#)
- [2. 2001-2011: The 50 Best Ideas of the Past 10 Years](#)
- [3. Vast Security Team Safeguards Royal Visit to Tiffany-Sponsored Polo Tournament](#)
- [4. ESPN's ESPY Awards After-Party Makes Palladium Parking Lot Into Outdoor Living Room](#)
- [5. Natural History Museum's Big New Hall Opens With Dino-Hunt Theme Ball](#)
- [6. Syfy Teams Up With New Corporate Sibling E! for Comic-Con Party](#)
- [7. 10 Los Angeles Private Rooms for Events and Meetings](#)
- [8. Exclusive Photos: Bafta Dinner With William and Kate Has 'Cool Britannia Feel'](#)
- [9. Event Innovators 2011: The 68 Most Innovative Event Pros](#)
- [10. BET Awards Dinner Evokes Street Art in Raw Venue](#)

- Los Angeles Supplier Directory**
- Los Angeles Catering/Food Service
 - Los Angeles Decor/Design/Flowers
 - Los Angeles Entertainment
 - Los Angeles Event Planning & Marketing
 - Los Angeles Event Production
 - Los Angeles Gifts/Premiums/Awards
 - Los Angeles Invitations
 - Los Angeles Photography
 - Los Angeles Rentals
 - Entire Directory

- Los Angeles Venues**
- Los Angeles Venue Directory
 - Los Angeles Venue Directory by Neighborhood
 - Los Angeles New Venues
 - Los Angeles Venue News
- Los Angeles Event Coverage**
- Los Angeles Trends & Ideas
 - Los Angeles Tips & Strategies

- Magazine**
- Download an Issue
 - Where to Find a Copy
- Our Events & Promotions**
- Trade Show
 - Jobs

- Subscribe**
- Magazine
 - E-Newsletter
 - RSS Feeds
 - Follow us on Twitter
 - Find us on Facebook
- Advertise**
- About Us**
- Contact
 - Senior Management
 - Privacy
 - Disclaimer
 - Site Map

- Other Markets**
- Boston
 - Chicago
 - Las Vegas
 - Miami/South Florida
 - New York
 - Orlando
 - Toronto
 - Washington
 - Global Event Resource Network
 - Mexico
 - Spain & Portugal
 - Italy
 - London
 - Austria
 - Germany
 - Switzerland
 - Scotland
 - Argentina