

made in st. louis: gooey butter cake



PHOTO COURTESY HOLLYBERRY BAKING COMPANY

Some companies make their reputations by exporting St. Louis traditions, and it's a path that Holly Cunningham is following with her growing sales of Gooey Butter Cake through **Hollyberry Baking Company**. For those who don't know, this tasty treat has a layer of cake combined with a gooey center and topped with a powdered sugar crackle. The baker is building onto her signature product with new items and packaging (such as cookies and wine-and-sweets crates), more catering options, Internet sales and a wholesale division. Cunningham, a St. Louis native, founded the company in 1998, and launched the catering division, Hollyberry Catering, for corporate clients in 2001. The company, with 5 full-time and 10 part-time employees, expects a 45 percent increase in sales to more than \$700,000 in 2007. A significant portion comes from corporate gifts and catering. New developments include a redesigned Web site, and the addition of wholesale partnerships with other St. Louis establishments—**Bissinger's Handcrafted Chocolatier**, **Straub's** and **Gelato di Riso**. Teaming up with Bissinger's has yielded a new tempting product—Chocolate Gooey Butter Cake, of course.