

**Breaking News** (Last Updated: Wednesday, Oct. 19, 2005 2:55 PM)

## **New store joins New York City cupcake craze**

by Elisabeth Butler

The cupcake specialists at Crumbs Bake Shop are continuing their expansion in New York City.

Owners Jason and Mia Bauer have signed a 10-year lease for 500 square feet near Bryant Park at 1114 Sixth Ave., between 42nd and 43rd streets. It will be the couple's third shop, joining their locations on the Upper East and Upper West Sides. The Bauers plan to open at least three more stores in the city.

Crumbs is the latest in a growing number of shops aiming to profit from the recent popularity of the small cakes in New York. Other chains, such as Buttercup Bake Shop, have also been adding new locations in recent months.

Andrew A. Pittel & Co. represented Crumbs in the Sixth Avenue deal and has started looking for other locations in the city.

They are very careful with their expansion because they want to keep an upscale image, says broker Andrew Pittel. Crumbs also sells its baked goods in high-end grocery stores such as Balduccis and Dean & DeLuca.

Mr. Pittel also negotiated the deal on behalf of building owner Trizec Hahn-Swig. Asking rent was about \$150 per square foot.