

# suburban life

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# Taking the Cake



As the proprietor of **Nothing Bundt Cakes of Newtown**, **Roxanne Fitzgerald** embraces the sweet life.

**IT DIDN'T TAKE LONG FOR NOTHING BUNDT CAKES OF NEWTOWN TO BECOME A NEIGHBORHOOD DESTINATION.** In the three years since proprietor Roxanne Fitzgerald opened the bakery, countless patrons have come to commemorate special occasions with Nothing Bundt Cakes' signature sweet treats. The bakery will celebrate its third birthday with a fête on Sunday, November 8.

As part of the larger family of Nothing Bundt Cakes locations, the Newtown shop offers the same amazing cakes founders Dena Tripp and Debbie Shwetz made in 1997. Tripp and Shwetz joined forces to make cakes for their friends and family. Their cakes were unlike anything anyone had tasted, and the pair opened up a storefront to keep up with the demand. The rest is history.

Fitzgerald, a former pharmaceutical industry executive, decided to follow in the footsteps of this talented entrepreneurial duo. She was introduced to the brand while living and working in Las Vegas in the early 2000s. She returned to Las Vegas in 2016 while vacationing with her family. During her time in Vegas she had her first cake since she moved away; she immediately recalled how incredible the product was. It was then that her dream of bringing the cake back to her home in Newtown first began. She wondered: *Can I make this successful in Pennsylvania?*

The answer, of course, was a resounding yes.

After looking into the franchise, she knew that Nothing Bundt Cakes was the perfect fit for her. She not only loved the product but also the company's support of local community. Her character and beliefs align with the company's philosophies beautifully.

"The brand is just so unique," Fitzgerald says. "This franchise represents intense drive, responsibility, and, most importantly, a servant's heart. Nothing Bundt Cakes is all about genuine connections. We strive to be so much more than the place you go to pick up your cake. We want to be a part of the celebration."

Indeed, Nothing Bundt Cakes has a treat to suit any occasion, offering Bundts ranging in size from full 8-inch cakes and 10-inch cakes, which serve eight and 18 people respectively, to miniature singles such as the two-person "Bundtlets" and bite-sized "Bundtinis." Nothing Bundt Cakes also boasts 10 delicious flavors, including gluten-free options and seasonal flavors. The most popular flavors include Chocolate Chocolate Chip, Red Velvet, Lemon, and White Chocolate Raspberry, as well as seasonal favorite, Pumpkin Spice. Each cake features Nothing Bundt Cakes' signature butter cream cheese frosting, applied in either signature or drizzle fashion.

"We hold the quality of our product to an incredibly high standard," Fitzgerald says. "We bake our cakes fresh five to six days a week and guests appreciate the consistency in quality that we provide."

In addition to irresistible cakes, the store features retail items such as dishes, themed coffee mugs, serving plates, candles, and more.

Fitzgerald's bakery continues to give back to her community by providing fundraising opportunities for schools, sports teams, religious groups, and other local organizations. Nothing Bundt Cakes is also a favorite for corporate gift giving. Many local businesses look to the bakery during the holidays to take advantage of the many gift options. Fitzgerald says that the goal

is to make it as easy as possible for clients.

The challenges of 2020 haven't spared anyone, including Fitzgerald. Yet, she has met each challenge with grace and gusto, by opening up curbside pickup, employing social distancing measures, utilizing delivery/shipping options, and welcoming new technology. Despite the obstacles that 2020 has brought, her bakery has thrived.

Nothing Bundt Cakes of Newtown just recently opened up the storefront.

"We felt it was the right thing for us," Fitzgerald explains. "We welcome guests in groups of up to three, we have stations set up six feet apart, we have protective guards, and masks are available for guests without one. The bakery even offers to take orders outside if guests prefer."

As for the future, Fitzgerald looks forward to the holiday season and 2021 with a sense of profound optimism. As she says, "We know people will still be celebrating; it's just going to be a little different this year. We hope our cakes can provide a little bit of joy during this pandemic."

Though it's a markedly different world than the pharma career she left behind, Fitzgerald has embraced her new bakery wholeheartedly.

"When you come here, you're not just picking up a cake," she says. "People come to our bakery for the experience as well as the beauty and taste of our cakes. I never get tired of hearing anybody say, 'I'm not a cake person, but I love your cakes!'" ■

Photographs courtesy of Nothing Bundt Cakes

→ **Nothing Bundt Cakes  
of Newtown**

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