

Candace Nelson

Candace Nelson is the founder and pastry chef of Sprinkles Cupcakes, the world's first cupcake bakery. Started in Beverly Hills in 2005, Candace's sophisticated take on the classic American cupcake made Sprinkles an overnight bakery sensation. Candace's cupcakes, made from the best ingredients and baked fresh throughout the day, inspire long lines of devoted fans as well as accolades from the likes of Oprah Winfrey, Blake Lively, Katie Holmes, Ryan Seacrest and Barbra Streisand. Today, Sprinkles has ten locations nationwide, a traveling Sprinklesmobile - the world's first cupcake truck, and sells its cupcake mixes at over 250 Williams-Sonoma stores throughout the U.S. and Canada. In 2012, Sprinkles debuted the world's first Cupcake ATM and continued its foray into classic American desserts with the launch of Sprinkles Ice Cream. Future expansion plans include a franchise agreement that will bring 34 Sprinkles Cupcakes bakeries to the Middle East beginning in 2013.

Candace is filming her 7th season as a judge on the hit Food Network show *Cupcake Wars*, and has been a contributor to *The Best Thing I Ever Ate*, as well as a judge on Bobby Flay's *Cupcake Throwdown*. Candace has appeared on *The Martha Stewart Show* and has been profiled on the *Today* show, *Nightline* and in *People* magazine. Her cupcakes have been featured on *The Oprah Winfrey Show*, and in *Bon Appetit*, *Food and Wine*, *The New York Times* and the *Los Angeles Times*.

Candace, a former investment banker, is a graduate of Tante Marie's Professional Pastry Program in San Francisco and Wesleyan University.