



Baking the INCREDIBLE

BY EMILY A. LEITHAUSER | PHOTOGRAPHY BY KIMBERLY FINKEL DAVIS

For Kathy Shepherd, reminiscing about childhood summers at her great-grandmother's house in Savannah, Georgia, brings to mind sand, salty breezes, and a classic confection. Her great-grandmother always capped off a day at the beach with a slice of pound cake. "You could never go in the kitchen without opening the cake dome and there'd be a homemade pound cake right there. It was her tradition," Kathy says.

It was never meant to be a business, though. Kathy and her husband, Tim, of Incredible Southern Poundcakes in Stockbridge, Georgia, had no idea what lay ahead. A childhood love of the Southern treat and a major disappointment in a pound cake lauded on a television food program launched them on a journey to pound cake fame.

Kathy originally baked pound cakes at home, packaged them in gift baskets for the holidays, and distributed them among friends and family. Word spread about how truly incredible her pound cakes were, and soon Kathy found herself baking all through the night just to keep up with the demand. At that point, she knew it was time to expand. Now, with two stores and six employees, Incredible Southern Poundcakes can bake hundreds of Kathy's miniature pound cakes every day.

While Kathy says the recipe for the single-serving pound cakes they call Southern Belles is her great-grandmother's secret, she reveals that there is a very specific way that the cakes come together. If the tiniest step is off by even a fraction, it won't turn out the right way. "It's the love that's behind it," she says frankly.

Since Tim's mother was a pound cake perfectionist herself, he knows a good one when he tastes it. As Kathy's expert taster, he's tested countless versions of the 20 flavors she's developed over the past seven years. But his wife's peach pound cake is still his weakness. Says Tim, "I can take one of those right out of the oven, and in a matter of seconds, it's gone." Kathy enjoys her best-selling classic butter pound cake with syrup or ice cream or simply warmed up with a cup of coffee.

For true Southerners who believe that no one's pound cake measures up to Grandmother's, Kathy invites them to just have a taste of her miniature cakes. The perfect size, taste, consistency, and presentation are irresistible, and one bite always leaves them coming back for more. 🍓

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For information, contact Incredible Southern Poundcakes at 800-474-0580, or visit southernpoundcakes.com.

