



FOR IMMEDIATE RELEASE...

November 21, 2025

**CUPCAKIN' BAKE SHOP CELEBRATES "WICKED: FOR GOOD" MOVIE RELEASE
WITH LIMITED-EDITION "CHOOSE YOUR SIDE" CUPCAKES
AVAILABLE AT BOTH ATLANTA LOCATIONS**



WHAT/WHY: In celebration of the "Wicked: For Good" premiere on Friday, Nov. 21 – and the wave of families and friends heading to theaters throughout Thanksgiving week – [Cupcakin' Bake Shop](https://www.cupcakinbakeshop.com) is launching a limited-time trio of movie-inspired cupcakes at both its Buckhead and Colony Square locations. Each features vanilla cake topped with Cupcakin's signature buttercream and a playful witch-hat topper (an Oreo cookie with a Hershey's Kiss). Guests can "choose their side" with Glinda or Elphaba or embrace both with the dual-colored Wicked cupcake.

THE LINEUP: **Glinda:** Vanilla cake topped with pink buttercream, pink sprinkles, and a witch-hat cookie topper.
Elphaba: Vanilla cake topped with green buttercream, green sprinkles, and a witch-hat cookie topper.
Wicked: Vanilla cake with a pink-and-green buttercream swirl, gold pearls, and a witch-hat cookie topper.

WHEN: Beginning Friday, Nov. 21 and available for a limited time (while supplies last)
HOURS: 11:00 a.m. – 9:00 p.m. (or until sold out)

WHERE: **Buckhead:** Cupcakin' Bake Shop – 2221 Peachtree Rd. NE, Atlanta, GA 30309
(Located near several Buckhead movie theaters screening the film – a sweet stop before or after the show)
Colony Square: Cupcakin' Bake Shop – 1197 Peachtree St. NE, Suite 180, Atlanta, GA 30361
(Steps from IPIC Theatre at Colony Square)

PRICE: \$4.75 per cupcake; available as singles, 4-, 6-, and 12-packs

Visit www.cupcakinbakeshop.com for more information on Cupcakin'. Interviews with founder Lila Owens and photos are available upon request.

About Cupcakin' Bake Shop: Founded in 2014 by sweet lover Lila Owens, Cupcakin' Bake Shop is a bakery known for its scratch-made cupcakes, cakes, cookies, and seasonal sweets crafted with high-quality, sustainable ingredients. With locations across California and Georgia, Cupcakin' blends nostalgic flavors with bold, seasonal twists, offering something for every palate, including vegan and gluten-free options. From everyday treats to custom creations for life's biggest celebrations, Cupcakin' delivers delicious desserts with a side of community, creativity, and care. Learn more at www.cupcakinbakeshop.com.

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