

Ms Cupcake

BIOGRAPHY



Mellissa Morgan, aka Ms Cupcake, is a vegan baker and chef who prides herself on her ability to transform basic ingredients into vegetarian and vegan masterpieces. Originally from Canada, she describes her baking as classic North American with a British flavour twist. All of her unique recipes contain absolutely no animal products so are entirely vegan.

Mellissa began baking from home when she couldn't find indulgent bakery goods for vegans in London. She soon realised that it wasn't just vegans she could cater for, but also those with food allergies or religious dietary requirements. She began to develop gluten free, soya free and even sugar free cakes, and after opening London's first entirely vegan retail bakery in April 2011,

she was named the *Baking Industry Awards Rising Star of 2011*.

Mellissa first appeared as an amateur on ITV's *Britain's Best Dish* and has since made appearances on *Islam TV* and *Sky News*. Her latest TV appearance as a contestant on the ITV show *Britain's Best Bakery* won her a whole new set of fans, following praise from the judges for her fantastic tasting vegan cupcakes.

Melissa is a passionate speaker and loves to teach others how to start their own businesses when they have little funding or experience. She has spoken at large corporate events, business conferences, trade fairs and festivals, and she runs regular classes and workshops to demystify the new business start-up process in her uniquely vivacious style, and pulls no punches to motivate results from her listeners. Her remarkable business journey has brought attention from *The Independent*, *The Economist* and she has appeared on BBC Radio4's *Women's Hour*. **Mellissa** is the European Representative for the *Yelp Small Business Advisory Council* (YSBAC) where she advises *Yelp* on the needs of independent businesses in the UK and abroad, and she writes a regular column for the *British Baker Magazine* on running a successful small food business.

A familiar face at Veg Fest in the UK, **Mellissa** has also appeared at events including The Good Food and Wine Show Durban, FoodEx Birmingham, The Bakers Fair and many more.

The first **Ms Cupcake** baking book was published in May 2013 by Square Peg in the UK and is now selling internationally including South Africa, Germany and France. **Mellissa** also launched a silicone bakeware range launched in TK Maxx stores in July 2013.

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