

Baking's all in the Fay family at Aunty Ellen's Confections

By Nora Cardec
CORRESPONDENT

LEOMINSTER — Ellen M. Fay is passionate about baking. She started baking as a teenager and hasn't stop ever since.

"My love is baking and I'm really good at it," Ms. Fay said.

The cookies and cakes she baked during her high school years made her known and soon landed her first order; a wedding cake for 500 people.

According to Ms. Fay, that first wedding cake, for her best friend, started a 19-year baking career.

"I've always been into baking," said Ms. Fay. "I always tell my friend, 'Because of you, I am where I am.'"

People who have tried her confections have nothing but praise for Ms. Fay's work.

"Delicious" and "died and gone to heaven" are some of the common expressions heard from customers.

Four months ago, Ms. Fay opened Aunty Ellen's Creative Confections at 12-A Lindell Ave. with help and support from her father, John E. "Jack" Fay.

The 450-square-foot space is too limited to carry a retail section, although Ms. Fay envisions expansion to her headquarters. For now, she uses her facility for baking and taking telephone orders.

"I'm a one-woman operation and until I get to a point I can expand, the business is strictly phone orders," Ms. Fay said.

She requires 24- to 48-hour notice on her baking orders.

Ms. Fay specializes in wedding and Bundt cakes, and cookies. She would occasionally bake cakes for other occasions, but her focus is in creating beautiful and elegant cakes, she said.

To cover her special event cakes, Ms. Fay uses rolled fondant, which she purchases already made, because it speeds the decorating process and for its smooth appearance, she said.

"I love the appearance on a rolled fondant cake," Ms. Fay said.

Some of her specialty flavors for Bundt cakes include butter rum coffee, deluxe banana or carrot, blueberry almond, and walnut or apple-walnut coffee cake. Her wedding cakes include the yellow Grand Marnier with whipped white choco-



NORA CARDEC

Ellen M. Fay enjoys making her sweet creations at Aunty Ellen's Creative Confections in Leominster.

late and strawberries or raspberries, the lemon cake with cream cheese and strawberries, and the chocolate Godiva with chocolate ganache and heath.

The ingredient of choice in most of her confections, unless otherwise noted by customers, is liquor. Ms. Fay said it gives her confections a special touch and flavor.

"I put the best liquor in all my cakes," she said. "I don't want to compete with other bakeries around. I fill my cakes with the freshest fruits and ingredients."

"I've always said I wanted to be the next Mrs. Field's," Ms. Fay said. "I want to become very successful, but not so big, just with a reputation of having an excellent product."

On any given week, Ms. Fay may bake up to two dozen cakes

within three to four days. She said she bakes nonstop each day and then decorates the cakes.

She sings as she bakes.

Ms. Fay plans to ship her delicacies in specialty boxes throughout the nation, as well as create a Web site for her business.

She has accounts with several restaurants in the area, including Paisanos Pizza & Spirits, Il Camino, Classic Pizza Restaurant III, Wachusett Village Inn and Wachusett Ski Restaurant.

Depending on the number of orders each week, Ms. Fay said she puts 12 to 16 hours a day of work without regret.

"I love it," she said of her baking venture. "I can't think of any place I'd rather be."

For more information, call (978) 537-5675.