

Firefly Cupcakes Holds Grand Opening for New Elmwood Avenue Location

Starting at 2 p.m. on May 15, Firefly Cupcakes is hosting a grand opening celebration.

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On Wednesday, May 15, Firefly Cupcakes will officially be joining the eclectic group of shops and restaurants on Elmwood Avenue. They will be holding a grand opening in celebration of their second location in Western New York.

"Firefly is excited to become a part of the Elmwood Village and expose the community to our tasty and unique cupcakes," said owner, Wendy Egloff.

The ribbon cutting will be held at 2 p.m. at 1008 Elmwood Avenue. The grand opening event will go until closing at 10 p.m. and feature giveaways, live music, many surprises, and of course, free cupcake samples. The community is encouraged to join Firefly staff and friends for an afternoon and evening of fun, and delicious baked goods.

Firefly's new Elmwood location will mirror the first with a showcase featuring countless over-the-top cupcakes based on weekly themes. The theme for the opening week will be Firefly Fan Favorites. Also, a new element to both locations will include a new gourmet cake menu. Two in-house dining areas, as well as a new cake studio will don the new location. Former Zillycake's owner, Zilly Rosen will be in residence at Firefly and offering cake classes, custom cake design as well as high-end cake production, which she is known for.



“Firefly is excited to become a part of the Elmwood Village and expose the community to our tasty and unique cupcakes,” said owner, Wendy Egloff. ”

Firefly Cupcakes has become a mainstay in East Aurora, where their original store is located. Known for their delicious and extensive collections of couture cupcakes, Firefly has become the premier cupcake shop in Western New York.

About the company:

Established in 2010, Firefly Cupcakes is based on the belief that cupcakes can be very special. Based in East Aurora, N.Y., Firefly currently has a cupcake flavor list that surpasses 200, and adds new flavors regularly. All of their cupcakes can be made into a vegan and/or gluten free version. They offer online orders for pickup, as well as deliveries and shipping (on selected items). Owner Wendy Egloff: "When I started this venture, I knew I wanted a name that reflected something special, different and just a little magical... Then I had fireflies pop in my head. It was a perfect fit!" For more information, please visit: <http://www.fireflycupcakes.com>.



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