



A Baking Whoopie pie

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By [Colleen Dunn Bates](#)

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WHY All the comfort of a childhood treat with quality ingredients that take the whoopie pie to the next level. Try the chocolate caramel, maple cinnamon and peanut butter caramel.

WHAT Roxanne Rubell has spent her career promoting other people's food, as a [publicist](#) handling such accounts as CPK and Rustic Canyon, but now she's doing it for herself, as well as for her partner and husband, caterer and private chef [Dave Rubell](#). They've taken a staple of East Coast childhood comfort, the whoopie pie, and dressed it up for the foodie era, using such ingredients as Callebaut chocolate and Maldon sea salt. A whoopie pie is basically a dessert sandwich, with cookie-size, cake-like layers enclosing a creamy filling that might be as simple as marshmallow or as sophisticated as a lemon cream studded with Meyer lemon zest.

Delivery throughout L.A., and shipping anywhere. 866.632.0508, bakingwhoopie.com. \$40 per baker's dozen for regular size, \$30 per two dozen mini.

Type: [Bakeries + Sweets](#)

Region: [Citywide](#)

Features: [Delivery](#), [Kid Friendly](#)