

CUPCAKE DOUBLE TAKE

Magnolia Bakery is known for its delectable cupcakes, trendy location—and long lines. In fact, if you're really craving that cupcake, it might be faster to head down to Mexico and hit the independently owned Magnolia Cupcakes in Jalapa, Veracruz. Two years ago, New Yorker Ross Goldstein traveled south of the border to study Mexican cuisine; he wound up with a native bride and a "New York-style" cupcake business. Here's how *las dos* Magnolias stack up.—*Laura Siciliano*



Magnolia Bakery

Magnolia Cupcakes

COST	\$1.75	9 pesos (about 80¢)
TURNOVER	confidential (but way more than 650 a week)	650 a week
STAFF	50	2
BEST-SELLERS	vanilla vanilla	chocolate coffee with cream
WORK WEEK	40 hours per week	120 hours per week
DECOR	cute country-style storefront	folding table, umbrella
NEIGHBORS	Ralph Lauren, Marc Jacobs, Marc Jacobs, Marc Jacobs	heladería (ice cream stand), cigarette vendor