

AMIE SMITH AMIE BAKERY



Brian Samuels

AMIE Bakery is what you get when you mix a passion for food, add a dollop of nonstop work ethic, stir in a creative, determined mind, and a healthy sprinkling of daily manifesting.

Amie Smith grew up in a time that embraced creating a cake from quick and easy recipes made from a box. That box did the job of making a decent birthday cake, but was also full of ingredients that were not quite the healthiest. It wasn't until she went to the Institute of Culinary Education in New York City and tried something made completely from scratch that she found her calling.

Over the past eight years, her desire to introduce customers to food made entirely from scratch became a personal mission for Smith as she created AMIE Bakery. With only simple, but natural ingredients she creates sumptuous treats that keep customers coming back for more.

Take the lowly blueberry muffin. Yes, you could zip into a chain grocery store and quickly pick some up; six to a plastic box, jumbo sized, very sugary and at a price less than a mocha chai latte and call it a day.

But in Smith's hands, made from only the best ingredients, the lowly



blueberry muffin becomes a work of art. Yes, it will cost more, and will be "right-sized" smaller, but it also won't come with a label of strange ingredients a paragraph long.

Smith is a true mix of a visionary and a perfectionist, and that combination keeps her eating, sleeping and breathing pastry seven days a week.

Being a visionary has Smith going in many directions at the same time; always thinking of new ways to grow her brand, networking with other chefs, contributing to a pastry forum, being on the board of Retail Bakers of America, and oh, also writing a book.

Being a perfectionist means Smith is constantly working on improving her recipes, mixing and remixing creations until they can be made consistently perfect for her customers. She is expanding her offerings, researching new recipes, and advancing her education by traveling to cooking shows. "You're always thinking ahead to distinguish yourself from what everybody else is doing. And you have to do it better," she explains.

"There are two camps of pastry chefs," Smith says, "the ones that are proprietary with their creations and won't share at all, and those that don't mind sharing and teaching their work."

Smith is squarely in the second camp. She loves teaching and passing down her artistry so much that she has built a space in the back of the bakery for community cooking classes that already have 200 students signed up and are booking up quickly.

Smith is also in tune with the needs of the community, now offering to-go dinners and a full bar in addition to the cooking classes. With her vision and creativity, we can't wait to see what Smith cooks up next. 🍷

