



FiddleCakes is a new bakery and cafe on Eighth Avenue South. SUBMITTED PHOTO

Bakery owners spot opportunity

» FIDDLE FROM 1J

orders. We have wonderful brownies, cookies, and cakes. I'm not sure we can narrow it down to a specialty. But, from someone who loves brownies, ours are pretty amazing."

What were you two doing before you launched the business?

"I moved to Nashville in 2006 to attend Vanderbilt's business school. After graduating, I spent some time with a start-up technology handling HR, sales, and marketing. Prior to Owen, I was in sales. Lindsay Beckner spent the past five years in finance. She worked at both large companies and small boutique firms from Chicago and New York to here in Nashville."

What's the best thing about having your own business?

"Everything. Flexibility, the responsibility, decision-making, and the ability to do what we love (food and business). We

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work really well together and what one doesn't enjoy the other loves to or doesn't mind doing."

Are cupcakes becoming the hot seller over traditional cakes?

"We do sell a fair number of cupcakes, but we definitely still get the cake orders for birthdays and events. Sometimes cupcakes are substituted out, but it just depends on the event and the host/hostess. Cupcakes are great on-the-go treats, but I'm not sure they are leaving traditional cakes behind."

Bakery owners have lots of business experience

Picked Eighth Avenue South as 'undiscovered' for development

By Nancy DeVille

THE TENNESSEAN

FiddleCakes is the newest business to open on Eighth Avenue South, between Douglas and Bradford.

The bakery offers a variety of cakes, cupcakes, coffee and a

lunch menu. Besides sweets, the retail location has free Wi-fi, organic dog treats, porch seating, display of works by local artists and gifts and party supplies.

The business, which opened in mid-October, is the brainchild of Tasha Ross and Lindsey Beckner. Ross talked about why she and her partner picked this business and why they chose the Eighth Avenue area.

Why did you choose this neighborhood?

"Eighth Avenue South has a great neighborhood feel and is one of those undiscovered jewels, something like 12th Avenue South was a few years back. There wasn't a bakery, café, coffee shop close, and we figured we could fill a void."

What is something special about your bakery?

"We offer vegan, gluten-free,

FIDDLECAKES

Address: 2206 Eighth Ave. S.

Hours: 7 a.m. - 3 p.m. Monday-Friday, 8 a.m. to 2 p.m.

Saturday, closed Sunday

and casein-free options regularly, but we can accommodate any request. Our focus is on quality and taste. Anything that leaves FiddleCakes will taste wonderful. We aren't just a bak-

ery, but we also have lunch options and great coffee. In fact, we have plans to grow into a full service coffee house within the year.

What are your specialties?

"Everything is awesome however, we are a bakery first and foremost. So, our focus is on our display case as you walk through the door and our custom

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