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LIVING LOCAL IN LAKEWOOD/EAST DALLAS

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A Lower Greenville resident is on a mission to convince people his crumb cake is the tastiest in town. "The name of the game for me is 'just try it'," says J-Stephen Sadler, owner of **Crumbzz**. "Once you've tried it, you're hooked." Sadler once owned a cafe in New York, eventually selling it because, as he says, he wanted to have a life again. He put aside his baking hat until he ran into a fan of his cakes at DFW airport. In March 2010, he started rebuilding his company, but this time built it online instead of opening a shop. His crumb cakes and toppers (mini cakes) come in three flavors: cinnamon streusel, chocolate de la terre and fruit of the season. Dallas residents receive free shipping on their orders. Sadler's cakes also are sold locally at The Cultured Cup, Maudee's Cafe and Tea Room and the Four Seasons Resort and Club. For information call 214.541.9665 or visit crumbzz.com