

THE ORANGE COUNTY REGISTER

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BUSINESS

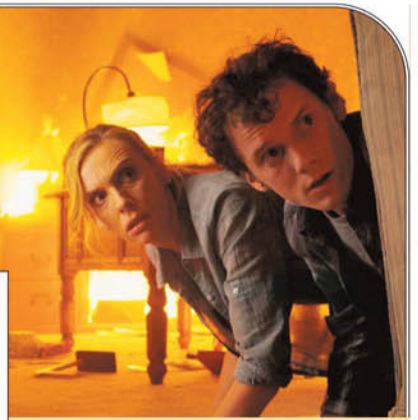
Sugar high

Businesswoman and reality TV star is doubling her cupcake empire in O.C.

SHOW

Darker

Anton Yelchin of 'Fright Night' likes his vampires scary



News as it happens on

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Stocks tank globally

The Dow drops 419 points after a slew of discouraging economic developments.

A barrage of bad economic reports collided with fresh worries about European banks Thursday and triggered a global selloff in stocks. The Dow fell 419 points – a return to the wild swings that gripped the stock market last week. The price of oil fell \$5, gold set another record, the 10-year Treasury hit its lowest yield, and the average mortgage rate fell to its lowest in at least 40 years.

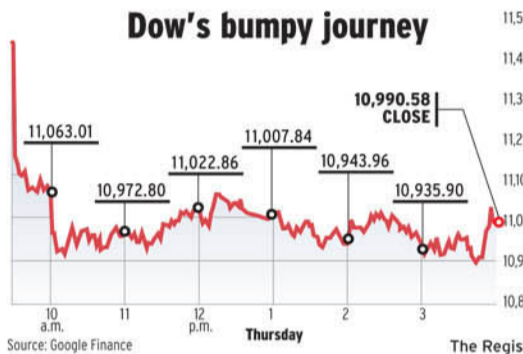
STORIES ON BUSINESS 1 AND 3

The reports

Thursday's economic news included:

- The number of people filing claims for unemployment benefits for the first time rose to 408,000, or 9,000 more than the week before.
- U.S. inflation at the consumer level in July was the highest since March, with more expensive gas, food and clothes. Yet Southern California inflation eased last month.
- Manufacturing has sharply weakened in the mid-Atlantic states, according to a report from the Federal Reserve.

Dow's bumpy journey



Source: Google Finance

HP shift

An hour before the market closed, Hewlett-Packard made a major announcement about killing off its TouchPad and spinning off its PC business. HP's stock fell \$1.88, or 6 percent, to close at \$29.51. The stock, which fell further in extended trading, has fallen nearly 30 percent so far this year.

GOVERNMENT

Individual attention on immigration

In a move that could shake up the U.S. immigration system, the Department of Homeland Security is going to begin a case-by-case review of all 300,000 pending deportation cases in federal immigration courts to determine which individuals meet specific criteria for removal, and to focus on "our highest priorities." **News 3**

NATION & WORLD

PRESSURE ON SYRIA

Top U.S. and European leaders called for Syria's President Bashar Assad, right, to step down, urging the pressure against a regime that has been criticized for its harsh crackdown on protesters. **News 12**



SCIENCE & TECHNOLOGY

BEATING THE HEAT • Animals around the world are fleeing global warming by heading north much faster than they were less than a decade ago, according to findings in a study of about 2,000 species. **News 8**

O.C. WATCHDOG

NONPROFITS BOOTED • The IRS has pulled the nonprofit status of thousands more charities nationwide, including 500 in Orange County, bringing the total of O.C. nonprofits-no-more to 2,738. **Local 1**

GOVERNMENT

DEBT IMPASSE • Congressional gridlock over cutting the national debts wouldn't be perilous to all. In fact, it could be the best outcome for the elderly, health care providers and poor people. **News 6**

HEALTH MATTERS

VETERANS IN LIMBO • Many injured troops have been caught in between, unable to stay in the military due to injuries but unable to accept civilian jobs because they haven't yet been discharged. **News 7**

O.C. CRIME

RECORD DECLINE • Hate crimes fell to all-time lows in Orange County, according to the county's Human Relations Commission, but officials are concerned that African Americans are still targeted. **Local 2**

DEAL OF THE DAY

Get 58 percent off a three-hour massage or facial, plus membership perks, at Hand & Stone Massage and Facial Spa in Tustin or Mission Viejo – a \$285 value for \$119. See ocregister.com/dealoftheday.

Huntington Beach team reaches the big time

Hundreds to cheer Ocean View squad representing five Western states in Little League World Series.

They're excited about the free baseball gear and exhausted by the media commitments, but most of all the Ocean View Little League players are ready to play ball.



JAIMEE LYNN FLETCHER
REGISTER WRITER

Ocean View, the West Coast team in this year's Little League World Series in South Williamsport, Pa., will take on Cumberland American Little League of Rhode Island at noon today.

Ocean View will be representing five states – California, Arizona, Utah, Hawaii and Nevada. The series includes 16 teams, eight of those being international teams from countries including China, Aruba, Venezuela and Saudi Arabia.

"It's a really new thing for Huntington Beach because we've never had a team go to the World Series," manager Jeff Pratto said. "I'm getting reports from back home that a lot of people are really pumped."

The Huntington Beach team came close to the series



PHOTOS: TOM E. PUSKAR, THE ASSOCIATED PRESS

Ocean View Little League's Hagen Danner makes a throw during infield practice as his teammates watch Thursday at the Little League World Series in South Williamsport, Pa.



Members of the Ocean View Little League team practice Thursday.

Root for the home team

First pitch: ESPN will air the Ocean View vs. Cumberland game at noon today PDT. **Cheer with the locals:** Suds Bar and Grill in Huntington Beach will be showing today's game and donating 20 percent of its sales back to Ocean View Little League. Suds is at 5932 Warner Ave. **Sunday:** If Ocean View wins today, the team will play the winner of the Great Lakes vs. Mid-Atlantic game at 5 p.m. Sunday. The game will be shown on ESPN2.

TODAY'S THEME

RESTAURANTS

Get online: Find sneak peeks and news at ocregister.com/fastfood

UNION VOTE

Grocery workers plan health care package vote today.

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50,000

ADDITIONAL SQUARE FOOTAGE OF GARDENWALK RESTAURANT SPACE APPROVED BY ANAHEIM CITY COUNCIL THIS WEEK



H. LORREN AU JR., THE ORANGE COUNTY REGISTER

Casey Reinhardt showcases a Sassy Strawberry cupcake, one of many varieties offered at her shop, Casey's Cupcakes.

Expansion is a sugar rush

Food Network show winner to double empire with two more cupcake shops.

Don't tell Casey Reinhardt the cupcake trend is winding down because, for her, the dessert movement is just beginning. Thanks to a career-changing win on Food Network's "Cupcake Wars," this Orange County reality TV star is on a nonstop sugar high.



NANCY LUNA
REGISTER WRITER

Her mission: Make Casey's Cupcakes a national brand.

"Our goal is to always expand to make (Casey's Cupcakes) as big as possible," Reinhardt said.



COURTESY OF CASEY'S CUPCAKES
The Peanut Butter Pizzazz cupcake is one of the shop's top sellers.

So far, she's headed in the right direction.

Reinhardt, former MTV "Laguna Beach" star, owns shops in Riverside (at the Mission Inn, owned by her father and financier Duane Roberts) and Laguna Beach. Her cupcakes are also sold at various Southern California Bloomingdale's department stores and at UC Riverside.

Now, she plans to double her empire by adding two more Orange County shops in Irvine and Newport Beach. The latter shop will be at Fashion Island — less than a mile away from one

CUPCAKE: Not scared of competition

FROM PAGE 1

of the nation's best-known cupcake chains, Sprinkles Cupcakes.

Competing with the darling of the industry doesn't scare Reinhardt.

"There's always room for cupcakes," said Reinhardt, who met Sprinkles Cupcakes founder Candace Nelson on "Cupcake Wars."

Nelson is a judge on the popular Food Network show, which tests the talents and tenacity of cupcake shop owners across the country. During Reinhardt's appearance on the program, Nelson complimented her cupcakes for their glitzy presentation, as well as taste.

"Our cupcakes are glamorous," said Reinhardt, who now lives in Newport Beach. "They aren't basic with a tiny decoration. They have glitter and chocolate shavings."

But Reinhardt knows appearance will only get you so far with finicky foodies. "We use the highest quality, freshest ingredients. The most important thing is making them taste good, getting them moist and not too sugary."

Since nabbing first place in "Cupcake Wars" in February, Casey's Cupcakes has been approached by entrepreneurs from as far as Dubai who want to build shops showcasing her glam treats. Demand for international deliveries has also come from Russia and Italy.

"Being on 'Cupcake Wars' definitely provided us good exposure. All over the world, people saw us," she said.

With her father's financial help, Reinhardt said she's keeping her business a family-run venture. Her father is a fast-food legend — known in the industry for making millions from mass-producing



COURTESY OF CASEY'S CUPCAKES

Plans are in the works to open Casey's Cupcakes shops at Fashion Island in Newport Beach and at the Woodbury Town Center in Irvine. Shops are already open in Laguna Beach and Riverside.

frozen burritos. He also owns the historic Mission Inn in Riverside, where Reinhardt launched her first cupcake shop in 2009.

The Fashion Island and Irvine shops are expected to open by the end of the year. She hopes to open the Fashion Island store, which will replace Children's Bootery, in time for the holiday shopping season.

As at her other shops, the cupcakes will cost \$3.50 each — a price that's on par with other gourmet cupcake shops.

The Irvine location, at the Woodbury Town Center, is replacing Pink Mascara clothing store. Reinhardt expects the Parisian-inspired cupcake cafe to be a destination shop geared for families celebrating birthday parties, she said.

"It's such a beautiful atmosphere. It'll be perfect for kids,"

she said.

The Irvine location is at 6258 Irvine Blvd.

Besides adding new locations, Reinhardt is also expanding her product line.

Casey's Cupcakes also produces custom cakes for weddings and special events. Soon the store will also be launching a line of "dazzling" doggie cupcakes and cupcake lollipops, Reinhardt said.

Though the economy has forced multiple food shops to close in the last few years, Reinhardt is confident that her concept will prevail. She's scouting locations for her next shops in Santa Barbara and San Diego.

"I believe that people will always eat sweets. It makes people feel better."

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