Retail Innovation Shoutout: Sprinkle Cupcake ATMs

by Traci Stapleton

There's a new trend called a mini splurge: consumers seek delight in specialized, individual items that offer tokens of accessible luxury. Individual serving snack options have become increasingly available in all types of foods. Subscription services like Birchbox and POPSUGAR offer customers monthly surprises of products catered to their interests and delivered right to their door. Retailers and product developers are finding success and staying power with products and experiences that represent a slice of indulgence.

The luxury dessert chain Sprinkles Cupcakes has found a way to bring the mini splurge to the customer at their convenience. Open 24 hrs a day and replenished and refreshed daily, Sprinkles Cupcake ATMs are popping up in various cities across the US. The stylishly pink Cupcake ATMs dispense individually packaged varieties of the day’s specialty flavors - black and white, cinnamon sugar and lemon coconut, to name a few - and not to mention a little something for our furry friends… doggie cupcakes.

The ATMs aren't the first innovation for Sprinkles. Their first venture in non-traditional retail was with a traveling Mercedes-van storefront dubbed the “Sprinklesmobile”. Even their traditional retail outlets aren't typical, with their flagship bakery designed by renowned architect, Andrea Lenardin. And their flavors are anything other than traditional, including ice cream in flavors like malted milk chocolate, pistachio, salty caramel, and red velvet and cookie flavors like salted oatmeal cornflake and peanut butter pretzel chip.

Sprinkles Cupcakes has embraced innovation - from their product offering to product presentation and retail venue - and they have presented new and evolving ways to delight their customer… maybe even as many innovations as cupcake flavors.

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Originally published on June 18th, 2014

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