Introducing Gavan Knox, AKA 'Mr Mom', the Talent Behind the American-Style Cupcake Brand Mr Mom's

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- Winner of Observer Food Monthly Award 2014 for his Smokin' Pig Licker Brownies The Observer
- Short-listed for two categories in National Cupcake Awards 2014
- Has appeared on Mel & Sue's chat show whipping up blueberry, black garlic, coriander seed + limoncello frosting cupcakes
- "Rising Star" at Specialty Chocolate Live 2015 as part of the annualSpeciality & Fine Food Fair
- Supplier to "Wallace & Co." restaurant of Greg Wallace in South West London
- Gay dad and father of two beautiful kids – hence calling his home baking company 'Mr Mom's'

Meet Gavan Knox, aka #thebeardedbaker, the talent behind American cupcake brand Mr Mom's, who has rubbed shoulders with Mel & Sue from the Great British Bake Off, as well as Observer Food Journalist Jay Rayner who awarded him with an award for his quirky brownie recipe featuring streaky bacon (ooh that extra salt and fat is simply delicious!).

Gavan creates weird & wacky cupcake flavours that blast your taste buds (who ever thought of black garlic in a cupcake?!), as well as more delicate but intriguing combinations such as Green Tea or Earl Grey buttercream cupcakes.

Gavan says: "At Mr. Mom's I try to think outside the box - both in terms of flavours and style. Quirky and interesting flavours and ingredients are something that I feel very passionate about. I want to make cakes and bakes which are more than just a sweet treat - I want to make them a conversation and talking point.

"I want to show that the kitchen and the world of baking is not out of bounds to men - even those of a hirsute persuasion! Think of me as the baking world's answer to "The Hairy Bikers".

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If you would like to interview Gavan, or if you are interested in him creating bespoke recipes for a foodie feature, please contactkatherine.levy@marketingagencies.org.uk

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