Gigi Butler, entrepreneur and founder of Gigi's Cupcakes, admits her story of success is full of sweet irony. Gigi opened her first Gigi's Cupcakes location just off Music Row in Nashville, Tennessee in 2008. Gigi's Cupcakes is now the largest cupcake franchise in the world.

With an entrepreneurial spirit that needed an outlet at the age of 15, Gigi opened her first business, Gigi's Cleaning Company, which she continued to grow once she moved from California to Nashville in 1994. She cleaned houses during the day and sang at downtown Nashville honky-tonks at night. After a decade of pursuing a career as an entertainer, the heartaches of the music industry hit home.

Gigi decided to step back and focus on her financial future. While building a sweet empire was never part of her plan, Gigi realized that her culinary and business skills could take her places she never dreamed about. She decided to take a chance on her other passion – baking.

Gigi learned her love for baking at an early age as she came from a long line of bakers who taught her unique family recipes. As an adult, Gigi felt that baking had become a lost art that needed to be resurrected. Even though people rarely have time to bake from scratch, they still enjoy eating delicious home-baked goods, especially ones that reminded them of their childhood.

After being turned down by various banks and down to her last $33, Gigi went out on a limb and in 2008 leveraged several personal credit cards to fund the first Gigi's Cupcakes store. She gambled everything she had to open her first location. Fortunately, her sweet treats quickly became Nashville's delicacy dessert of choice. Shortly thereafter, Gigi's Franchising, Inc. was born, and Gigi's Cupcakes locations bega...

Gigi Butler

Speech Topics

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