



## Yippy Cupcakes!

And lest you worry that Evanston is cupcake-deprived, [Tiny Dog Cupcake!](#) (**616 Davis St., Evanston; 847-563-8680**) opened the day after Thanksgiving. “It’s named after my Jack Russell terrier, who is fun and feisty like a cupcake shop should be,” says the owner, **Rob Mockard**, a graduate of Northwestern’s business school. The feisty Tiny Dog sells 15 varieties of cupcakes—including the Chocolate Minty, a cupcake without a noun—and **La Colombe** coffee, available in Philadelphia, New York, and California, but not until now in Chicago. A percentage of Tiny Dog’s profits goes to charity, which we have to admit does put a dent in our cupcake cynicism.