

Yorba Linda News You Can Use Newsletter



Spring is here!



In 2009, Toren Halseth answered a Craigslist advertisement looking for a part-time baker at a Westlake Village bakery called Sweet Arleen's. Five years later, and after being a part of a team that became a Three-Time Food Network Cupcake Wars Champion, Halseth is opening his own Sweet Arleen's in his wife, Amanda's hometown of Yorba Linda this May.

Soon after Halseth was hired as a part-time prep cook with Sweet Arleen's in 2009, he quickly climbed the ranks. Eventually, he worked his way into the role of full-time baker and represented the brand as it won Food Network's Cupcake Wars for the third time.

"In the beginning, when I first started, Sweet Arleen's was much different from the full-fledged cupcake bakery we now know," said Halseth. "We didn't really get a handle on how big it was getting until we were on Cupcake Wars; that was a sign that we had really made it."

Once Sweet Arleen's made the decision to franchise in May 2013, Halseth became the first franchisee in the bakery's newly minted system.

"Since it was a brand I loved, with people I loved working in operations, I found it incredibly easy to make the decision that I wanted to be an entrepreneur in restaurant world."

Look for Sweet Arleen's opening this May, centrally located at 18503 Yorba Linda Blvd, Suite B.