



Red Velvet Cake or Cupcakes

This traditional Southern specialty will satisfy your cravings—it is a light, sweet, and soft cake.

Yield: one 9-inch round or square cake, or 12 tall cupcakes

Ingredients

- 1½ cups (210 g) [Pamela's All-Purpose Flour Artisan Blend](#)
- 3 tablespoons cocoa powder
- 1½ teaspoons [Pamela's Baking Powder](#) or other baking powder
- ¼ teaspoon salt
- ½ cup oil
- 1 cup sugar
- 2 eggs, large, beaten
- 1½ teaspoons vanilla
- ½ cup buttermilk
- 1 teaspoon red food coloring
- 1 teaspoon distilled white vinegar

Directions

Preheat oven to 350° with rack in center. Line bottom of 9-inch round or square cake pan with parchment paper cut to fit, and spray sides and bottom with nonstick cooking spray. If making tall cupcakes, line standard muffin pan with jumbo cupcake liners and spray cupcake liners. Set aside.

Into a medium bowl, sift together All-Purpose Flour Artisan Blend, cocoa powder, baking powder, and salt. Sift mixture again to break apart any remaining lumps, and to make a lighter cake; set aside.

Mix oil and sugar together in a large bowl, then add eggs and vanilla and mix together until pale yellow and creamy. Add buttermilk, food coloring, and vinegar and mix again until well blended and evenly red. Slowly add flour mixture, beating as you go until all is well incorporated.

Pour into prepared pan and bake until center springs back when touched and toothpick comes out clean, 33 to 37 minutes for cake, or 18 to 22 minutes for tall cupcakes. Do not overbake.

Cool pans on rack. Let cool 15 to 20 minutes before removing from pan. To remove cake from pan, first run a knife around the edge, then turn out cake onto a serving plate, and peel parchment paper off bottom. Do not frost until completely cool. Frost with [Cream Cheese Frosting](#) for a traditional taste.

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