



## **Jay11 Launches Silicone Baking Cups With Novelty Cupcake Liners To Create Muffins With Muffin Tops**

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The online company, Jay11 has added three traditional silicone baking cups along with an additional mold in the shape of a pair of jeans to their product line. The jeans-shaped mold can be used to create novelty cupcakes with the characteristic "muffin tops" as a gag. The launch of this product comes as silicone cupcake liners have overtaken paper ones in popularity for the first time, according to Google Shopping Trends. Amazon's Top Rated list under the category of Baking Cups, also indicates a similar shift from the traditional paper cupcake liners to reusable silicone ones.

"Why buy paper baking cups if you can use reusable silicone cupcake liners again and again," Jayson of Jay11 states. The silicone cups are rated to be used up to a temperature of 475 degrees Fahrenheit and are dishwasher safe. These features allow the molds to be used repeatedly and conveniently. "They wash well in the dishwasher, and my muffins did not stick to the cup at all," a customer reviewed, "which I cannot say for the regular muffin pan that I used to make the other dozen muffins," she added. This was a reference to the technology that was used in making some of the first silicone molds. To clarify this, Jayson explains, "No

need for sticky cooking spray or wasteful, messy wrappers - just pop them on the tray and they are ready to go!"

The shift from traditional paper molds has been a result of advancement of silicone kitchenware in the past five years. However, as a low cost alternative, some manufacturers still use older methods to make silicone molds which results in unsatisfactory customers. Kay, a member of The Kitchen, a cooking and recipe-sharing website, responded to an unhappy customer who used a cheaper silicone mold by saying, "Don't judge all silicone cupcake liners by this experience alone. I've had mixed results with various types."

As the migration from paper to silicone baking cups gains pace, Jayson would see an increase in demand for his newest product, which has already seen it receiving a number of positive feedback from customers. Readers can [click here](#) to gain more information.

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