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COMER'S CAKES

Choose your nicknames wisely — you never know when they'll stick.

Karla Comer's favorite aunt and uncle have lovingly called her "Clara Marie" since the day she was born. Clearly Comer doesn't mind. In fact, when it came time to name her baking business, the entrepreneur went with what she knew.

Clara Marie's Authentic Southern Bakery specializes in sweets. And not just any sweets — we're talking top-of-the-line, fresh-from-the-pan, good-as-Grandma-makes desserts like red velvet cake, banana pudding, pumpkin poundcake, and peanut-butter bars.

Comer learned to bake during the many years she spent in the kitchen with her family's matriarchs. Today, she still uses these treasured recipes, which are tested and tweaked to perfection. And with freshness a top priority, Comer doesn't cut corners. "I like high-quality ingredients and I don't like freezing," she says. "There's nothing like a treat right out of the oven."

Comer's confections are available at the Greensboro Farmers Curb Market and Robust-Ah! Café. She also takes private orders and caters to groups and businesses.

Clara Marie's Authentic Southern Bakery. 336-392-6612, claramaries.com.