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REAL ESTATE DEALS PLUS



Cupcake guy settles down

THE CUPCAKESTOP, known for selling baked goods off trucks around the city, is getting its first fixed spot in Manhattan. The 16-month-old company recently signed a five-year lease for 450 square feet at **70 Greenwich Ave.** The asking rent was \$120 a square foot.

The company has a baking facility and storefront in Montclair, N.J., and an outpost in Chelsea's Lighthouse Marketplace, but this is its first permanent store here. "My idea was to have a beautiful brick-and-mortar location, but initially the money wasn't there, so we went the truck route," says CupcakeStop Chief Executive Lev Ekster.

Ryan Abramow of JDF Realty Inc. represented Mr. Ekster, while landlord Thomas M. Graham & Co. was represented in-house.

—ADRIANNE PASQUARELLI