

Easy Goopy Strawberry Cake

Easy Goopy Strawberry Cake is the kind of dessert that instantly makes people smile. With a fruity strawberry cake base, creamy swirls of cheesecake-like filling, and goopy white chocolate chips, it offers flavor and texture in every bite. This cake is both rustic and elegant, making it perfect for everyday baking or special occasions. In this article, we'll explore its history, must-have ingredients, baking steps, serving ideas, creative variations, and practical tips so you can bake it with confidence.

The Appeal of Goopy Cakes

What Sets Goopy Cakes Apart

Goopy cakes are different from regular frosted desserts because of their texture. Instead of neat layers, you get a cracked surface with pockets of creaminess running through the cake. The name comes from the way the filling bakes into the cake, leaving soft, goopy sections that surprise you in every bite. Unlike decorated layer cakes, goopy cakes shine on their own, making them a go-to option for home bakers who want big flavor with minimal fuss.

Why Strawberry Works So Well

Strawberry cake is naturally bright, sweet, and fruity, which makes it stand out against heavier goopy cakes that often use chocolate. By adding fresh diced strawberries, you enhance the flavor while also giving the cake bursts of juiciness. When paired with white chocolate chips, the result is a creamy sweetness that balances perfectly with the tangy cream cheese layer. This combination makes strawberry goopy cake a top choice for spring gatherings and summer barbecues.

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Description

A goopy strawberry cake with cream cheese swirls, fresh strawberries, and white chocolate chips for the perfect fruity dessert.

Ingredients

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Scale

- ☐ 1 box (15.25 ounces) strawberry cake mix
 - ☐ 3 large eggs (room temperature)
 - ☐ 1 cup water
 - ☐ ½ cup vegetable oil
 - ☐ 1 package (8 ounces) cream cheese (softened to room temperature)
 - ☐ ½ cup unsalted butter (melted)
 - ☐ 2 ½ cups confectioners' sugar
 - ☐ 1 teaspoon vanilla extract
 - ☐ ¼ teaspoon kosher salt
 - ☐ 1 cup diced strawberries (plus extra for garnish)
 - ☐ 2 cups white chocolate chips
 - ☐ Vanilla ice cream (optional for serving)
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Instructions

1. Preheat oven to 350°F (175°C). Grease a 9×13 inch baking pan.
2. In a mixing bowl, combine strawberry cake mix, eggs, water, and vegetable oil. Mix until smooth.
3. Pour batter into prepared pan and bake for 30–35 minutes until a toothpick comes out clean.
4. While baking, beat cream cheese and melted butter until creamy. Gradually add confectioners' sugar, vanilla, and salt.
5. Remove cake from oven, sprinkle with diced strawberries and white chocolate chips. Spoon dollops of cream cheese mixture on top.
6. Return to oven for another 15–20 minutes until set.

7. Cool for at least 30 minutes before serving. Add ice cream if desired.

Notes

Best served warm with vanilla ice cream. Store leftovers in the refrigerator for up to 4 days or freeze for up to 2 months.

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Gathering the Right Ingredients

Core Ingredients You'll Need

The recipe begins with a boxed strawberry cake mix, eggs, vegetable oil, and water. For the gooey layer, you'll need softened cream cheese, melted butter, powdered sugar, vanilla extract, and a pinch of salt. Diced fresh strawberries and white chocolate chips finish the cake by adding sweetness and bursts of flavor. Optional toppings include vanilla ice cream or whipped cream. With only a few ingredients, you create a dessert that feels bakery-worthy yet approachable.

Tips for Ingredient Selection

Use room temperature eggs and softened cream cheese for the smoothest texture. Fresh strawberries are best for flavor, but if you only have frozen, drain them thoroughly to prevent sogginess. Choose a high-quality brand of white chocolate chips, as cheaper options may melt unevenly. If you want to make the dessert slightly lighter, consider swapping applesauce for vegetable oil or using reduced-fat cream cheese. These small ingredient choices make a noticeable difference in taste and texture.

Preparing the Cake Base

Mixing the Batter

Preheat your oven to 350°F (175°C) and grease a 9×13-inch baking pan. In a large mixing bowl, combine the strawberry cake mix, eggs, water, and vegetable oil. Mix until smooth, making sure no lumps remain. Pour the batter into the prepared pan and spread it evenly. This step creates a foundation that is strong enough to hold the gooey topping but still moist enough to complement the creamy layer added later.

Baking for Structure

Bake the cake for 30–35 minutes, or until a toothpick inserted in the center comes out mostly clean. The goal is not to fully bake the cake at this stage but to set a base layer. This ensures the creamy topping won't sink completely into the batter. Once the base is baked, it should look slightly firm but

still soft in the middle, leaving room for the gooey cream cheese mixture to blend beautifully during the second bake.

Creating the Gooey Layer

Preparing the Cream Cheese Mixture

While the cake is baking, prepare the topping. In a large bowl, beat softened cream cheese with melted butter until smooth and creamy. Gradually add powdered sugar, vanilla extract, and a pinch of salt. This creates a thick, velvety mixture that contrasts with the fluffy cake base. The cream cheese filling is what gives the dessert its gooey, decadent quality, so make sure it is mixed well without lumps for the best results.

Adding Strawberries and Chocolate

Once the cake comes out of the oven, sprinkle diced strawberries and white chocolate chips evenly across the surface. Then spoon dollops of the cream cheese mixture over the cake, leaving some areas uncovered for contrast. This uneven topping creates the signature cracked appearance as it bakes. Return the pan to the oven for another 15–20 minutes until the topping looks set but still soft in the middle. Allow the cake to cool slightly before slicing.

Serving and Enjoyment

Best Ways to Serve

This dessert is best enjoyed slightly warm so the gooey filling stays soft and creamy. Slice it into squares and serve plain, or add a scoop of vanilla ice cream for extra indulgence. A drizzle of strawberry syrup or a topping of fresh whipped cream adds elegance for dinner parties. Because it is rich and flavorful, smaller servings are often enough, making it a great option when serving a crowd at family gatherings or events.

Pairing With Drinks

Pair Easy Gooey Strawberry Cake with refreshing drinks such as iced tea, lemonade, or sparkling water with fruit. These beverages balance the richness of the cake while keeping the overall experience light. For cooler months, hot drinks like coffee or a creamy latte complement the dessert beautifully. If you enjoy pairing fruity desserts together, you might also like this [zesty lemon blueberry cake](#), which offers a tangy contrast to the sweet strawberry flavors.

Variations to Try

Adding Extra Flavors

This recipe is versatile and can be adapted easily. Try adding shredded coconut for tropical sweetness or chopped pecans for crunch. Strawberry preserves swirled into the batter will intensify the fruity flavor, while drizzling melted white chocolate over the cooled cake gives it a gourmet touch. Almond extract can also be used instead of vanilla to provide a nutty, aromatic twist. Each variation adds new life to the recipe while keeping its gooey essence.

Meeting Dietary Needs

For a gluten-free version, simply use a certified gluten-free strawberry cake mix. To cut down on sugar, use sugar-free white chocolate chips and reduce the powdered sugar in the cream cheese filling. Lighter options include swapping some butter for Greek yogurt or using low-fat cream cheese. These adjustments ensure the dessert can be enjoyed by more people, without sacrificing its delicious gooey character that makes it so memorable.

Storage and Make-Ahead Tips

Preparing Ahead of Time

This cake can easily be prepared a day in advance, which makes it perfect for parties. Bake the cake as directed, let it cool completely, and cover it tightly with plastic wrap or foil. Store it in the refrigerator until ready to serve. The flavors actually deepen overnight, making the dessert taste even better the next day. When serving, you can enjoy it chilled or gently reheat it for a warm, gooey texture.

Storing Leftovers

Leftovers should be stored in an airtight container in the refrigerator for up to four days. For longer storage, slice the cake into individual servings, wrap them tightly, and freeze for up to two months. To serve again, thaw overnight in the refrigerator and warm gently in the microwave before eating. These storage tips make it easy to enjoy Easy Gooey Strawberry Cake anytime without worrying about waste or losing its delicious flavor.

FAQs About Easy Gooey Strawberry Cake

Can I prepare this cake in advance?

Yes, you can bake this cake the day before serving. Let it cool completely, then cover it tightly with plastic wrap or foil and refrigerate overnight. The flavors deepen after resting, giving you an even richer dessert the next day. When you're ready to serve, you can enjoy it cold straight from the fridge or reheat individual slices gently in the microwave to restore the gooey texture.

What's the best way to store leftovers?

Store leftovers in an airtight container in the refrigerator for up to four days. If you'd like to keep them longer, wrap slices individually and freeze them for up to two months. To serve again, thaw slices overnight in the refrigerator and warm them briefly before serving. This method preserves the gooey texture and flavor so the cake tastes almost as fresh as when you first baked it.

Can whipped cream replace the cream cheese layer?

Whipped cream should not be used as a substitute for the cream cheese layer because it cannot withstand baking. The cream cheese mixture creates the gooey texture and tangy flavor that define this dessert. However, whipped cream is an excellent topping once the cake has cooled. Adding a dollop before serving, especially with fresh strawberries, gives the cake a lighter finish while keeping the original creamy richness intact.

Can I substitute strawberries with other fruits?

Yes, you can easily swap strawberries with blueberries, raspberries, or even diced peaches for seasonal variety. Mixing different fruits, such as strawberries and blueberries, creates a colorful

and flavorful combination. Be sure to drain excess liquid if you use frozen fruit, as too much moisture may make the cake soggy. This flexibility allows you to adapt the recipe throughout the year while still enjoying its gooey character.

Why does the center of the cake sink sometimes?

A sinking center usually means the cake is underbaked, has too much topping, or the oven door was opened too soon. To prevent this, bake the cake until the center is fully set and use a toothpick to test. Spread the cream cheese mixture evenly and avoid heavy dollops in one area. Let the cake cool fully before slicing so it sets properly and holds its gooey shape without collapsing.

Conclusion

Easy Gooey Strawberry Cake is more than just a dessert; it's an experience of flavor and texture that appeals to everyone. With its cracked surface, creamy filling, and bursts of fruity strawberries, it looks rustic yet feels indulgent. The recipe is simple, versatile, and adaptable to different dietary needs. Whether served warm with ice cream, chilled at a picnic, or frozen for later, this cake always delivers. Bake it once, and it's bound to become a family favorite.