

Goosey Neiman Marcus Cake

Goosey Neiman Marcus Cake is one of those recipes that defines comfort baking at its finest. Known for its rich, chewy bottom and sweet, creamy top, this dessert has become a favorite at potlucks, family reunions, and Sunday dinners across the South. It's often called "goosey butter cake," but the Neiman Marcus version is extra special thanks to its thick cream cheese topping and easy preparation.

With just a handful of pantry staples, yellow cake mix, butter, eggs, cream cheese, powdered sugar, and vanilla, you can bake a dessert that feels both nostalgic and indulgent. What makes this cake stand out is its incredible texture. The base is dense and buttery, forming the perfect foundation for the goosey, custard-like topping that melts in your mouth. Unlike complicated layer cakes that demand precision, Goosey Neiman Marcus Cake is straightforward and forgiving.

Even beginner bakers can pull it off with confidence. This recipe also offers versatility, allowing you to make substitutions for dietary needs or experiment with flavors to match different occasions. Whether you're preparing it for a holiday spread, serving it warm with ice cream, or enjoying a chilled slice from the fridge, this cake never disappoints. It's more than dessert—it's tradition, comfort, and joy baked into every bite.

The Appeal of Neiman Marcus Cake

A Southern Classic

The cake's roots lie in Southern hospitality, where simple ingredients are transformed into irresistible desserts. Like other regional favorites, its charm comes from being rich, satisfying, and easy to share. It's the kind of cake people bake for potlucks and family gatherings because it feeds a crowd and never goes uneaten.

Lasting Popularity

One reason Goosey Neiman Marcus Cake has endured is its accessibility. It uses a boxed cake mix for the base, so there's no need to measure flour or leavening agents. The topping is just as easy, requiring little more than beating cream cheese with sugar, eggs, and vanilla. The result is a dessert that looks impressive but doesn't intimidate bakers. Its goosey texture keeps people coming back for another slice.

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- Author: [Aaron recipes](#)

- Total Time: 55 minutes
- Yield: 12–15 servings 1x
- Diet: Vegetarian

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Description

Goosey Neiman Marcus Cake is a Southern classic made with a buttery cake mix crust and a rich cream cheese topping. Sweet, creamy, and perfect for any occasion.

Ingredients

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Scale

- ☐ 1 box (15.25 oz) yellow cake mix
 - ☐ 1/2 cup unsalted butter, melted
 - ☐ 3 large eggs
 - ☐ 1 package (8 oz) cream cheese, softened
 - ☐ 3 1/2 – 4 cups powdered sugar
 - ☐ 1 teaspoon vanilla extract
 - ☐ Cook Mode Prevent your screen from going dark
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Instructions

1. Preheat oven to 350°F (175°C). Grease a 9×13-inch baking dish.
2. In a large bowl, mix yellow cake mix, melted butter, and 1 egg until combined. Press evenly into the pan.
3. In another bowl, beat cream cheese until smooth. Add remaining 2 eggs and vanilla extract, then mix well.
4. Gradually incorporate powdered sugar until smooth and creamy.
5. Pour cream cheese mixture over the cake base, spreading evenly.

6. Bake for 35–40 minutes, until edges are golden but the center remains slightly soft.

7. Cool completely before slicing into squares. Serve chilled or at room temperature.

Notes

For a gluten-free version, use a gluten-free cake mix.

Reduce powdered sugar to 3 cups for a less-sweet topping.

Substitute with dairy-free cream cheese and vegan butter if needed.

Store leftovers covered in the refrigerator for up to 5 days.

Freeze slices up to 2 months wrapped tightly.

- Prep Time: 15 minutes
- Cook Time: 40 minutes
- Category: Dessert
- Method: Baking
- Cuisine: Southern American

Nutrition

- **Serving Size:** 1 slice
- **Calories:** 420
- **Sugar:** 38g
- **Sodium:** 330mg
- **Fat:** 20g
- **Saturated Fat:** 12g
- **Unsaturated Fat:** 7g
- **Trans Fat:** 0g
- **Carbohydrates:** 55g
- **Fiber:** 1g
- **Protein:** 5g
- **Cholesterol:** 90mg

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Key Ingredients That Make It Work

The Base

The bottom layer begins with yellow cake mix combined with melted butter and a single egg. This creates a dough-like consistency that forms a sturdy foundation. It bakes into a buttery crust that balances the richness of the topping. Without this dense base, the cake wouldn't have the same contrast in texture.

The Topping

The star of the show is the topping made from cream cheese, powdered sugar, eggs, and vanilla. Cream cheese delivers tanginess and richness, powdered sugar brings sweetness, eggs create structure, and vanilla enhances flavor. When baked, the topping sets around the edges but remains gooey in the middle, creating that signature melt-in-your-mouth experience.

Step-by-Step Instructions

Building the Layers

Begin by preheating the oven to 350°F and greasing a 9×13-inch baking pan. In a large bowl, mix yellow cake mix, melted butter, and one egg. Press this dough evenly into the pan to form the base. In another bowl, beat softened cream cheese until smooth. Add the remaining eggs and vanilla, mixing thoroughly. Gradually incorporate powdered sugar until creamy. Pour this mixture over the cake base, spreading evenly.

Baking and Cooling

Bake the cake for 35 to 40 minutes. The edges should be golden, but the center will still appear slightly soft—that's what makes it gooey. Allow the cake to cool completely before cutting, as this helps the layers set. For a firmer slice, chill the cake in the refrigerator. For a gooier bite, serve it warm with a spoon.

Variations and Substitutions

Adjusting for Diets

Making Goopy Neiman Marcus Cake gluten-free is simple: use a gluten-free cake mix. To make it less sweet, reduce powdered sugar to three cups instead of four. For a dairy-free version, swap in dairy-free cream cheese and vegan butter. These substitutions ensure everyone at the table can enjoy this classic treat.

Flavor Variations

Experimenting with flavor is part of the fun. Add shredded coconut or chopped pecans for texture, or swirl in chocolate chips for extra richness. Almond extract can replace vanilla for a nutty undertone. Seasonal twists, like pumpkin spice in fall or peppermint during the holidays, bring festive flair to the cake without changing its core recipe.

Serving Suggestions

Everyday Enjoyment

Because the cake is rich, small slices go a long way. Serve it as an after-dinner dessert, a mid-afternoon snack, or even as a sweet brunch item. Its gooey topping pairs beautifully with black coffee or hot tea. Leftovers also taste amazing straight from the refrigerator, offering a firmer texture that's still indulgent.

Celebration-Worthy

For special occasions, dress up the cake with powdered sugar dusting, caramel drizzle, or fresh fruit on top. It also pairs wonderfully with vanilla ice cream or whipped cream. When served at gatherings, its golden top and gooey center always draw compliments. The cake is simple to make but looks elegant enough for holiday spreads or birthday tables.

Storage and Freezing

Keeping It Fresh

Store leftovers covered in the refrigerator for up to five days. The cream cheese topping requires refrigeration, but the flavor often improves as it chills and the layers meld. Always let refrigerated slices come to room temperature before serving for the best gooey texture.

Freezer Method

Freeze slices individually by wrapping them tightly in plastic wrap, then foil. Store in the freezer for up to two months. Thaw overnight in the fridge before serving. Freezing doesn't harm the texture or flavor, making it a practical option for preparing ahead of parties or enjoying single portions later.

Troubleshooting and Tips

Avoid Overbaking

The most common mistake is baking until the center is firm. Remember, the cake should remain soft in the middle—it's meant to be gooey. Pull it from the oven when the edges are golden but the center still jiggles slightly.

Baker's Secrets

Use room-temperature cream cheese to avoid lumps in the topping. Always cool the cake fully before slicing for neat squares. If you want to transport the cake, line the pan with parchment paper for easy lifting. Leveling your powdered sugar with a spoon instead of scooping directly from the bag ensures accurate measurement, preventing the topping from becoming overly sweet.

FAQ

Can I cut back on the sugar?

Yes. While the recipe traditionally uses 3.5 to 4 cups, reducing to three cups still produces a sweet, gooey topping without being cloying.

What makes this cake different from Gooey Butter Cake?

They are closely related. Neiman Marcus Cake uses yellow cake mix as the base and sometimes slightly different topping ratios, but both share the gooey, buttery quality people love.

Can I prepare this ahead of time?

Absolutely. Many bakers find the cake tastes even better after resting overnight in the fridge, as the flavors meld and the topping firms up slightly.

How should I serve Goopy Neiman Marcus Cake?

It can be served warm, chilled, or at room temperature. Warm servings are extra goopy, while chilled slices are firmer and easier to handle.

Is this cake freezer-friendly?

Yes. Freeze tightly wrapped slices for up to two months. Thaw overnight in the refrigerator before serving for best texture.

Goopy Neiman Marcus Cake is proof that sometimes the simplest recipes deliver the most joy. With its buttery crust and creamy topping, it balances richness with comfort, making it ideal for any occasion. Whether you're baking it for a holiday table, a casual potluck, or simply as a treat for your family, it always delivers flavor and nostalgia. Its adaptability means you can adjust sweetness, swap ingredients for dietary needs, or add creative twists without losing its essence.

Like [Best Vanilla Cake from Scratch](#), it deserves a permanent place in your recipe box. Bake it once, and you'll understand why it remains a beloved Southern classic. Goopy, golden, and full of flavor—it's the cake that turns simple ingredients into unforgettable memories.