

Purple Velvet Cake: Easy Homemade Recipe

Prepare to dazzle your friends and family with this stunning **Purple Velvet Cake**. This easy homemade recipe moves beyond the traditional red, offering a vibrant, royal purple hue that makes any occasion feel special. While its color is modern and exciting, this cake retains the classic, mild chocolate flavor and incredibly tender, moist crumb that “velvet” cakes are famous for. It is the perfect centerpiece for birthdays, holidays, or any time you just want to bake something truly spectacular. This guide will walk you through creating this beautiful dessert from scratch, ensuring perfect results every time.

Why This Homemade Cake is a Showstopper

The Unforgettable Visual Appeal

The first thing anyone notices about this **Purple Velvet Cake** is, of course, its color. The deep, rich purple is visually arresting and creates an immediate “wow” factor. It’s a sophisticated and fun alternative to its red counterpart, making it ideal for themed parties, baby showers, or simply brightening up the dessert table. The contrast between the vibrant purple layers and the bright white cream cheese frosting is truly breathtaking.

A Texture That Defines “Velvet”

Beyond the color, the texture is what makes this cake a true velvet cake. This recipe uses the classic combination of buttermilk, vinegar, and a touch of cocoa powder. This trio reacts with the baking soda to create an exceptionally soft, light, and fine crumb. The addition of oil, rather than just butter, ensures the cake stays incredibly moist for days, providing that signature melt-in-your-mouth feel that defines this dessert category.

A slice of two-layer purple cake with matching purple frosting, sitting on a white plate. A fork on the plate h

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- Author: [Aaron recipes](#)
- Total Time: **1 hour (plus cooling)**
- Yield: **12 servings**

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Description

This easy homemade Purple Velvet Cake recipe creates a stunning, moist, and tender cake with a vibrant purple hue. Paired with classic cream cheese frosting, it's the perfect showstopper for any occasion.

Ingredients

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- ☐ FOR THE PURPLE VELVET CAKE:2 1/2 cups (300g) all-purpose flour1 1/2 cups (300g) granulated sugar1 tsp baking soda1 tsp salt1 tbsp unsweetened cocoa powder1 cup (240ml) vegetable oil2 large eggs, room temperature1 cup (240ml) buttermilk, room temperature1-2 tsp purple gel food coloring (or 1 tbsp liquid)1 tsp vanilla extract1 tsp white vinegarFOR THE CREAM CHEESE FROSTING:16 oz (452g) block-style cream cheese, softened1 cup (227g) unsalted butter, softened4 cups (480g) powdered sugar2 tsp vanilla extract1/8 tsp salt
- ☐ Cook Mode Prevent your screen from going dark
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Instructions

1. Preheat oven to 350°F (175°C). Grease, line with parchment, and flour two 9-inch round cake pans.2. In a large bowl, whisk together the dry ingredients: flour, sugar, baking soda, salt, and cocoa powder.3. In a separate medium bowl, whisk together the wet ingredients: vegetable oil, eggs, buttermilk, purple food coloring, vanilla extract, and white vinegar.4. Pour the wet ingredients into the dry ingredients. Mix on low speed with an electric mixer until just combined. Do not overmix.5. Divide the batter evenly between the two prepared cake pans.6. Bake for 30-35 minutes, or until a toothpick inserted into the center comes out clean.7. Let the cakes cool in the pans for 15 minutes, then invert them onto a wire rack to cool completely.8. To make the frosting: In a large bowl, beat the softened cream cheese and butter on medium-high speed until smooth and creamy (about 3 minutes).9. Reduce the speed to low and gradually add the powdered sugar. Mix until fully combined.10. Add the vanilla extract and salt. Increase speed to medium-high and beat for 2-3 minutes until light and fluffy.11. Once the cake layers are completely cool, frost the cake. Place one layer on a serving plate, top with frosting, add the second layer, and frost the top and sides.

Notes

Room Temperature Ingredients: For the smoothest batter and lightest cake, ensure your eggs and buttermilk are at room temperature.Food Coloring: Gel food coloring provides a much more vibrant and deep purple color without thinning the batter.Cooling: Do not attempt to frost the cake until the layers are 100% cool. A warm cake will melt the cream cheese frosting.Storage: The cake must be stored in an airtight container in the refrigerator due to the cream cheese frosting. It will last for up to 5 days.

- Prep Time: 25 minutes
- Cook Time: 35 minutes
- Category: Dessert
- Method: Baking
- Cuisine: American

Nutrition

- **Serving Size:** 1 slice
- **Calories:** 510 kcal
- **Sugar:** 45g
- **Sodium:** 350mg
- **Fat:** 28g
- **Saturated Fat:** 12g
- **Unsaturated Fat:** 16g
- **Trans Fat:** 0g
- **Carbohydrates:** 60g
- **Fiber:** 1g
- **Protein:** 5g
- **Cholesterol:** 85mg

Did you make this recipe?

Share a photo and tag us-we can't wait to see what you've made!

Essential Ingredients for Your Purple Velvet Cake

The Foundation of Flavor and Color

To achieve the best results, having your wet ingredients at room temperature is crucial. This includes the buttermilk and the eggs. Room temperature ingredients emulsify better, creating a smoother, more uniform batter and a lighter final crumb. For the vibrant color, this recipe relies on purple food coloring. For the most intense and stable color, a gel-based food coloring is highly recommended over a liquid one.

The Science of the “Velvet” Crumb

The magic of a **Purple Velvet Cake** happens in the interaction of its key components. A small amount of unsweetened cocoa powder provides a very subtle chocolate flavor background. The acidity from the white vinegar and the buttermilk reacts with the baking soda, which acts as the primary leavening agent. This chemical reaction not only gives the cake its signature lift but also contributes to the tender, fine-grained texture that gave velvet cakes their name.

Step-by-Step Baking Guide

Preparing Your Pans and Mixing the Batter

First, you will preheat your oven to 350°F (175°C). Next, properly prepare two 9-inch round cake pans. You should grease the pans thoroughly with butter or baking spray, line the bottoms with parchment paper, and then grease the parchment. Finally, dust the pans with flour, tapping out any excess. In a large bowl, whisk together your dry ingredients: all-purpose flour, granulated sugar, cocoa powder, baking soda, and salt. In a separate bowl, whisk the wet ingredients: vegetable oil, eggs, buttermilk, vanilla extract, purple food coloring, and white vinegar.

Achieving a Perfect Bake

Gradually pour the wet ingredient mixture into the dry ingredient bowl. Mix on low speed with a handheld or stand mixer until just combined. Be very careful not to overmix the batter, as this can lead to a dense cake. Divide the vibrant purple batter evenly between your two prepared pans. Bake for 30 to 35 minutes, or until a toothpick inserted into the center of the cakes comes out clean. Allow the cakes to cool in their pans for 15 minutes before inverting them onto a wire rack to cool completely.

Mastering Classic Cream Cheese Frosting

The Key to a Creamy, Tangy Frosting

The perfect pairing for the mild chocolate flavor of the **Purple Velvet Cake** is a classic cream cheese frosting. For the best consistency, ensure your block-style, full-fat cream cheese and your unsalted butter are both softened to room temperature. If they are too cold, your frosting will be lumpy. If they are too warm or melted, the frosting will be runny and greasy.

Mixing and Assembling Your Cake

In a large bowl, use an electric mixer to beat the softened cream cheese and butter on medium-high speed until completely smooth and creamy. This usually takes about 3 minutes. Next, reduce the speed to low and gradually add the powdered sugar, mixing until it is fully incorporated. Finally, add the vanilla extract and a pinch of salt, increasing the speed to medium-high and beating for another 2 to 3 minutes until the frosting is light and fluffy. Once your cake layers are completely cool, place one layer on your serving platter, spread a generous amount of frosting on top, and then place the second layer on top. Finish by frosting the top and sides of the entire cake.

Tips for the Best Baking Experience

Achieving Your Desired Purple Hue

The intensity of your cake's color depends entirely on the type and amount of food coloring used. Liquid food coloring found in standard grocery stores is less concentrated and may require a large amount, which can thin the batter. Conversely, gel food coloring (available at baking supply stores or online) is highly concentrated. You will only need about 1 to 2 teaspoons of gel coloring to achieve a deep, rich purple.

Storage and Make-Ahead Instructions

This cake can be prepared in advance. You can bake the cake layers, let them cool completely, and then wrap them tightly in plastic wrap. They can be stored at room temperature for up to 2 days or frozen for up to 3 months. The cream cheese frosting can also be made ahead and stored in an airtight container in the refrigerator for up to one week. Because of the cream cheese frosting, the fully assembled **Purple Velvet Cake** must be stored in an airtight container in the refrigerator, where it will stay fresh and moist for up to 5 days.

A Closer Look at Your Cake’s Details

Understanding Your Recipe’s Timeline

Properly planning your baking time is essential for a stress-free experience. While the active preparation and mixing are relatively quick, you must factor in adequate cooling time. The cake layers must be 100% cool before you attempt to frost them, otherwise, the frosting will melt and slide right off.

Task	Estimated Time
Prep Time	25 minutes
Cook Time	35 minutes
Cooling Time	1.5 – 2 hours
Total Time	Approx. 2.5 – 3 hours

Nutritional Overview

This is an indulgent dessert, perfect for celebrations. The nutritional information is an estimate based on one serving, assuming the cake is cut into 12 slices. While this beautiful cake is a fantastic treat, if you’re looking for a dessert that combines this flavor profile with the richness of cheesecake, this **red velvet cheesecake cake** is another incredible option to explore.

Frequently Asked Questions

Can I make this purple velvet cake in a 9×13 pan?

Yes, absolutely. You can pour the entire batter into a greased and floured 9×13 inch pan. The baking time will be slightly longer, likely around 35 to 40 minutes.

Why did my cake turn out dense?

The most common reason for a dense velvet cake is overmixing the batter. Once you combine the wet and dry ingredients, you should only mix until they are just incorporated. Overmixing develops the gluten in the flour, resulting in a tough, dense crumb instead of a soft, velvet one.

Can I use Ube (purple yam) for this recipe?

Ube cake is a different type of cake, typically originating from Filipino cuisine, which gets its flavor and color from purple yam. This Purple Velvet Cake is a variation of the classic American velvet cake, which uses cocoa powder and food coloring for its flavor profile and appearance.

Conclusion

This **Purple Velvet Cake** recipe is more than just a dessert, it's an experience. It's an easy homemade recipe that delivers a visually stunning and incredibly delicious result. The combination of the impossibly tender purple crumb and the rich, tangy cream cheese frosting creates a perfectly balanced bite every single time. Baking this cake is a straightforward process that yields a professional-looking dessert, making it one of the best recipes to have in your collection for any celebration. Give it a try and watch it become a new favorite.

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