

Jarlicious Cupcakes Announces Afterpay Partnership, Expanding Payment Options for Customers

New payment option gives eligible customers greater flexibility when ordering Jarlicious Cupcakes online for Australia-wide delivery.

ADELAIDE, SOUTH AUSTRALIA, AUSTRALIA, August 27, 2026 /EINPresswire.com/ -- Adelaide-based bakery business [Jarlicious Cupcakes](#) has announced its partnership with Afterpay, giving customers an additional payment option when purchasing its cupcakes in jars online.

The partnership introduces Afterpay as a payment method for eligible Jarlicious Cupcakes customers, allowing purchases to be paid through Afterpay's installment payment service. Afterpay states that eligible customers can pay in four installments over six weeks, while merchants receive payment upfront, subject to applicable merchant terms and fees.

The development comes as Jarlicious Cupcakes continues to expand its online offering following the launch of its shelf-stable cupcakes in jars, which are available for Australia-wide delivery. The products are packaged in sealed jars and shipped in custom-printed protective boxes, offering customers a convenient way to order cupcakes for gifts, celebrations, and personal enjoyment.

“

We're pleased to partner with Afterpay and give our customers another way to complete their purchases”

Linda Boreham

Founder Linda Boreham said the addition of Afterpay provides customers with greater flexibility when placing orders online.

"We're pleased to partner with Afterpay and give our customers another way to complete their purchases," said



Jarlicious Cupcakes 6 flavours

Boreham. "As we continue developing Jarlicious Cupcakes and expanding our Australia-wide delivery service, providing customers with convenient and flexible payment options is an important part of that growth."

Afterpay provides online merchants with the ability to offer installment payments at checkout, while merchants can manage orders and settlements through Afterpay's Business Hub.

For Jarlicious Cupcakes, the partnership forms part of the company's broader development of its online business and its efforts to make its products accessible to customers beyond South Australia.

Customers can visit the Jarlicious Cupcakes website to view the available cupcake flavours, packs and delivery options and access Afterpay at checkout where eligible.

For more information, visit www.jarliciouscupcakes.com.

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Jarlicious Cupcakes 6 pack



Jarlicious Cupcakes Boxed and labelled showcasing the colour of each flavour.

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