**Sour Cream Pound Cake Loaf**

**Ingredients**

* 1 1/2 cups sugar
* 3/4 cups butter, softened
* 1 teaspoon vanilla extract
* 1 teaspoon grated orange or lemon peel (optional)
* 3 large eggs
* 1 1/2 cups Martha White® All-Purpose Flour
* 1/4 teaspoon baking powder
* 1/4 teaspoon salt
* 1/2 cup sour cream

**Preparation Directions**

1. HEAT oven to 325ºF. Generously **spray** a 1 standard loaf pan and line with parchment paper (parchment overhang on the longest sides).
2. Combine sugar and butter in large bowl; beat until light and fluffy. Beat in vanilla and orange peel. Add eggs 1 at a time, beating well after each addition.
3. COMBINE flour, baking powder and salt in medium bowl and SIFT well. Add flour mixture alternately with sour cream, beating well after each addition. Pour batter into prepared pan.
4. BAKE 50-60 minutes or until toothpick inserted in center comes out with a few crumbs, but no batter. Cool 15 minutes. Invert onto serving plate. Cool 1 hour or until completely cooled.

*For lemon poppy seed*: Add 2 tsp. poppyseeds and lemon zest

*For cranberry orange*: Add ½ cup rehydrated cranberries and orange zest

*For vanilla*: Leave out all zest

*For chocolate chip*: Leave out all zest, and add ¾ cups semisweet chocolate chips

*For blueberry*: Add 1 cup fresh blueberries and reduce the lemon zest to ½ tsp. (do not use frozen).