Upside down rhubarb cake

For the Crumb Topping

\( \frac{1}{4} \) cup (4 tbs) unsalted butter, melted
1/2 cup white flour
1/4 cup granulated sugar
1/4 teaspoon salt

For the Cake

500g firm rhubarb stalks; ends trimmed and cut into 6cm long pieces
1 3/4 cups white sugar, divided
3/4 cup unsalted butter, softened, divided
1 1/2 cups white flour
1 1/2 teaspoons baking powder
1 1/2 teaspoons salt
freshly grated zest from one medium-sized lemon
1 tablespoon freshly squeezed lemon juice
2 large eggs
1 cup buttermilk

Method

Preheat oven to 180. Line bottom of a swiss roll tin with baking paper, butter sides of pan and baking paper, dot bottom of pan with 4 tablespoons (1/4 cup) of the butter, set aside.

Make Crumb Topping

Combine melted butter, flour, sugar and salt in a small bowl and stir until combined. Refrigerate until needed.

Make Cake

In a medium sized bowl, toss rhubarb with 3/4 cup of the sugar. Set aside. In another medium sized bowl, combine flour, baking powder and salt, set aside. In the bowl of a stand mixer fitted with the paddle attachment, beat remaining butter (1/2 cup) and cup of sugar until light and fluffy. Add eggs one at a time, beating well after each addition. Add lemon (or orange) zest and juice and beat to combine. Add flour mixture in 3 additions, alternating with buttermilk in 2 additions, mixing until just combined.
Toss rhubarb and sugar one more time, then lay pieces in pan as closely together as you can without overlapping too much. Lay them in rows all going in the same direction. Pour remaining sugar from bowl over rhubarb. Pour batter in pan, smoothing the top, then sprinkle crumb mixture over batter as evenly as you can, making crumbs of all different sizes.
Bake for about 45 mins, or until a tester inserted into centre of cake comes out clean. Cool in pan for 10 minutes, then run a sharp knife around the edge of the cake, and invert onto a cooling rack to cool completely - don't invert onto serving plate here, or your beautiful, crunchy crumbs will become soggy, and we can't have that, can we?!