



# A guide to booking your perfect wedding cake

with your Wedding Cake Price Builder

## ELEGANT AND AFFORDABLE WEDDING CAKES

Let's be clear. Affordable doesn't mean low quality. Your wedding cake is far too important for that! I use carefully chosen ingredients and techniques to hand make your wedding cake with love and care, and what a privilege that is. I'm here to guide you every step of the way, from our first chat through to taking care of everything for you on the day.

**But saving you money is my super power!**

**How? It's all about time.**

The most expensive element of your wedding cake is time. Yes, a bigger cake will cost more than a smaller cake because we need more flour and eggs, but it mainly comes down to the number of hours or days a design will take to bake and decorate.

**What I don't do** is give you a blanket price based on the number of tiers you want, as this can often include materials and work **you may not need.**

**Instead,** I steer you towards the techniques and finishes we can use to create the **wow factor** you want, without the price tag you don't.

I am passionate about creating stunning wedding cakes that don't cost the earth. So if that's what you're after, you're in the right place!



## YOUR STYLE

**So, what style choices do you have? In a word, lots! Here's an overview - play around with the price builder on the next page and see what different styles cost without having to wait for a quote.**

### 1. THE FINISH - BUTTERCREAM OR SUGARPASTE

A **buttercream finish**, either completely covered or semi naked, is the most cost effective route to a stunning wedding cake. It's also perfect if you're not a big fan of too much icing. We can add flowers, toppers, edible gold paint and all kinds of other decoration to make it truly yours.

A **fully iced sugarpaste finish** costs a little more, but with all the features priced individually, you can just choose the decoration you love whilst not paying for extras you don't.

### 2. FLOWERS

**Sugar flowers** My speciality lies in roses and peonies, with all the delicate buds and leaves to set them off perfectly, and because I make these so often, they are the quickest (and therefore most cost effective) to make. We can colour match these to your theme.

**Fresh flowers** look and smell fantastic. Your florist will normally provide these, either ready-arranged, or for me to prep.

**Silk flowers** are often the most budget friendly. You can provide your own, or I have a fantastic local supplier we can use.

### 3. DECORATION

There's a huge choice of **stencils, textures, lustre dusts, gold paint and ribbon** that I don't charge extra for because they're quick to do (and, I must admit, I love any opportunity to play with my tool box!). If we then add in your **carefully chosen, more intricate features such as ruffles, marbling, brush embroidery (royal icing flowers), moulds and models** where they will have most impact, we'll achieve a stunning cake without your budget running away with you.

#### Something unusual?

I've made pets and video game characters, painted landscapes and attached Lego figures to abseil off the top tier, so I'm no stranger to thinking outside the box to make your cake truly personal! Just ask for a quote (no request is a silly request!).





# YOUR PRICE BUILDER



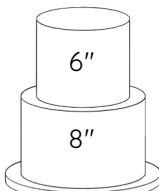
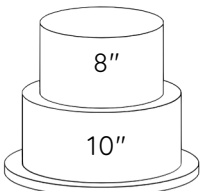
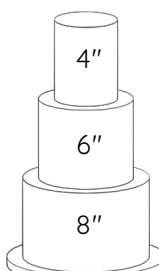
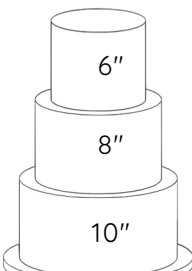
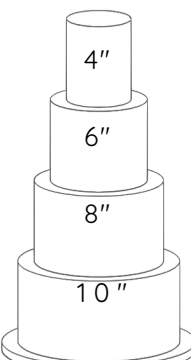
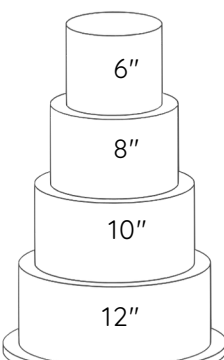
 [www.joannacakedesign.co.uk](http://www.joannacakedesign.co.uk)  
 @joannacakedesign  
 07877901466

See what your dream cake would cost without having to wait for a quote! Simply add up the elements you want (and ignore the parts you don't want) and you've got your price. Play around with different combinations and when you're ready, we'll work together to finalise all the lovely details.

Prices are based on each tier being 4.5" tall with four layers of sponge inside. Finger servings (1") and dessert servings (2") look like this. Feel free to get in touch at any time to ask any questions you may have, order samples or secure your date!



Buttercream = covered or semi naked. Fully iced = smooth sugarpaste finish. Servings are approximate.

| 1.Choose your SIZE & FINISH                                                        |                                                                                     |        |                       | Butter cream | Fully iced | Finger | Dessert |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------|-----------------------|--------------|------------|--------|---------|
|  |  | 2 tier | Small 8"/6"           | £170         | £230       | 72     | 36      |
|                                                                                    |                                                                                     |        | Classic 10"/8"        | £240         | £305       | 128    | 64      |
|  |  | 3 tier | Small 8"/6"/4"        | £205         | £295       | 84     | 42      |
|                                                                                    |                                                                                     |        | Classic 10"/8"/6"     | £320         | £380       | 152    | 76      |
|  |  | 4 tier | Small 10"/8"/6"/4"    | £355         | £440       | 164    | 82      |
|                                                                                    |                                                                                     |        | Classic 12"/10"/8"/6" | £420         | £540       | 260    | 130     |

Also available: extra tall, shallow, square and uniquely shaped tiers

## 2. Add DECORATION

Other features available - just ask!

|                             |     |
|-----------------------------|-----|
| Lustre shimmer              | £0  |
| Ribbon                      | £0  |
| White on white texturing    | £0  |
| White on white stencilling  | £0  |
| Gold paint patches/splatter | £0  |
| Gold paint - full tier      | £20 |
| Coloured tier               | £5  |
| Marble effect per tier      | £10 |
| Sugarpaste wrap per tier    | £10 |
| Flower moulding - feature   | £15 |
| Flower moulding - full tier | £25 |
| Edible pearls across tiers  | £35 |
| Brush embroidery per tier   | £15 |
| Bottom tier ruffles         | £40 |

|                         |               |
|-------------------------|---------------|
| Peeping pet             | £10           |
| Pet detailed topper     | £30           |
| Dummy tier              | deduct £20-45 |
| 'Reveal' theme per tier | £55           |

## 3. Add your FLOWERS

FRESH from your florist: £0 if already prepped, £25 to prep and arrange

ARTIFICIAL top/feature from £30

3 placements from £55

full cascade from £25/tier

SUGAR rose/peony £12 each

top/feature from £55

(based on a generous selection)

## 4. DELIVERY & SETUP

Includes allergen info, cutting guide, flavour cards and any other information required by your venue

| from NG2 6QS | 5 miles | 10 miles | 20 miles | 30 miles | >30 miles  |
|--------------|---------|----------|----------|----------|------------|
|              | £25     | £30      | £38      | £55      | on request |

You are also welcome to supply your own artificial flowers, greenery, topper etc for me to add to your cake. I will prep everything for you so it's food safe and secure it in place on the day according to the style you have chosen (£25 charge).

## Real-life price examples

Here are some examples of how the price would come out using the price builder - but remember, your cake will be created exactly the way you'd like it!



Classic 3 tier  
Semi naked buttercream  
Fresh flowers by florist  
£320



Classic 3 tier  
Buttercream covered  
Edible pearls  
Artificial flower feature  
£385



Classic 2 tier  
Buttercream covered  
Artificial flower feature  
Gold paint  
£270



Small 4 tier sugarpaste  
1 dummy tier  
3 sugar flower features + 1 rose  
2 flower mould features  
1 flower mould full tier  
Brush embroidery x 1 tier  
£667



Classic 3 tier sugarpaste  
Coloured tier with lustre  
Coloured ruffled tier  
Fresh flowers by florist  
£430



Classic 3 tier sugarpaste  
(displayed in two parts)  
Lustre shimmer  
Fresh flowers by florist  
£380



## SAMPLES

You are welcome to order a sample box either before or after you book your cake with me. I prepare these every couple of months and they are £22 collected or £29 posted. Just get in touch to pre-order yours.

Each box contains a selection of five. I don't bake all my flavours every time, but the selection you receive will help you choose the your own cake combinations with confidence. I am very happy to accommodate requests wherever I can!



## BOOK YOUR DATE

To ensure your cake receives the attention it deserves, I only deliver and set up one cake on any given date. Some months fill up fast, so I do encourage you to book as soon as you decide I'm the right cake maker for you.

A £100 non-refundable deposit secures your date at any time. This will be deducted from the final balance.

You might want to wait for samples or you might want to secure your date and then use the samples to help you decide on your flavours. Either is fine by me. Just remember your date is not reserved until the deposit is received.

Full payment is required one month before your wedding day.



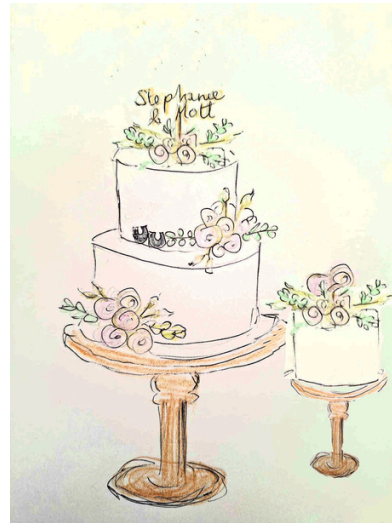
## FINAL DESIGN

Once I have received your deposit, I will sketch your design for you. This gives us a useful record of what we have agreed and you can see how it's going to look!

There's plenty of opportunity at this stage to make any changes, and I'll always tell you any cost implications as we go along. I don't charge for changes as such - it's just if we need more expensive materials or to factor in extra hours of work. Changes can be made up to one month prior to the day.

You can then sit back and relax, leaving everything to me! But, of course, you are welcome to get in touch if any questions arise.

I will liaise with your venue to arrange delivery, setup, allergen information, flavour cards and serving requirements, so there's nothing for you to worry about on the day.





## FLAVOUR MENU

You are welcome to select a different flavour for each tier.

Dietary requirements? Let's chat.

### VICTORIA

Vanilla sponge with vanilla buttercream and your choice of raspberry or strawberry jam

### LEMON

Lemon sponge with lemon buttercream and your choice of lemon curd or blueberry compote

### CARAMEL

Caramel sponge with caramel buttercream and your choice of a rich caramel or salted caramel sauce

### PINK PROSECCO

Prosecco sponge with pink prosecco buttercream, tinted pink!

### NEW! WHITE CHOCOLATE & RASPBERRY/STRAWBERRY

A hint of vanilla in the sponge with white chocolate buttercream and your choice of raspberry or strawberry jam

### NEW! STRAWBERRY & FIZZ

Prosecco sponge with prosecco buttercream and strawberry jam

### NEW! ELDERFLOWER & LEMON

Elderflower & lemon sponge with elderflower buttercream

### CHOCOLATE

Chocolate sponge with fluffy chocolate buttercream

### NEW! RICH CHOCOLATE or CHOC ORANGE

Chocolate sponge with whipped dark chocolate or dark chocolate orange ganache

### CHOC HAZELNUT

Chocolate sponge with Nutella buttercream, Nutella spread and a sprinkling of chopped hazelnuts

### COOKIES & CREAM

Chocolate sponge with vanilla buttercream packed with crushed Oreos

### VANILLA & BISCOFF

Vanilla sponge with Biscoff buttercream and Biscoff spread

### CAPPUCCINO

A light coffee sponge with coffee buttercream, made with freshly brewed espresso

### NEW! COFFEE & WALNUT

Coffee sponge with coffee buttercream made with espresso and a sprinkling of chopped walnuts inbetween the layers

Fancy something different?

Your cake should reflect what you love, so just ask if you don't see it here - this is just a shortlist! Feel free to mix and match sponges with fillings, too.

## ABOUT ME



Please feel free to email me at [jo@joannacakedesign.co.uk](mailto:jo@joannacakedesign.co.uk) or Whatsapp me on **07877901466**.

I'd love to hear about your plans.

Jo

Hello! I'm Jo and I live in south Nottinghamshire with my husband, two teenage taste-testers and our cockapoo.

I love to create memorable cakes for special occasions and I would love to work with you to create something exceptional for your special day. It's a lovely process and I'll guide you as much or as little as you need - no question is a silly question!

Once you book, you can message me whenever any questions arise so I can keep everything as stress free as possible for you, and on the day, I'll take care of delivering and setting up your cake so you don't have to give it a second thought until you see it for the first time.

Alongside the wedding cakes I love, I'm lucky enough to be asked to create a wide range of unique celebration cakes, so don't be afraid to ask for a quote for something completely different if this is more your style. I love a challenge - a guitar, noodle bowl, suitcase stack or pet dog, to name just a few! Have a look at more cakes of all kinds at [www.joannacakedesign.co.uk](http://www.joannacakedesign.co.uk)

