

2027/8



A guide to booking your
perfect wedding cake
with your Wedding Cake Price Builder

YOUR WEDDING CAKE, YOUR WAY

Having your wedding cake designed and made is a lovely part of the planning for your special day. My job is not only to create your dream cake with love and care and set it up perfectly on the day (and what a privilege that is!) but to make the process as easy and as stress free as possible for you. You probably don't know much about ordering a wedding cake (and I don't expect you to!) so I hope this guide is a useful starting point for you until you're ready to chat a bit more.

Something I do a bit differently to many cake makers is to give you lots of prices up front, so you can get an idea of costs for different sizes and styles without having to wait for initial quotes. This means you can easily get started on planning your cake whilst staying in control of your budget, too.

Use the price builder to choose a cake finish, then a size, and then add in the decorations you like to see how different combinations come out. Don't worry if some of the terms are not familiar to you - just ask!

Once you're ready to chat more, I'm here to help you bring your ideas to life and create a cake which is just perfect for your special day.



PRICE BUILDER

Step 1: FINISH

There are three options for the finish of your cake: semi naked buttercream, full buttercream and sugarpaste (fondant). Each has its own unique features and options for decoration.

SEMI-NAKED BUTTERCREAM

This is the one with some of the sponge showing through. It's a beautifully natural option (and cost effective because it's relatively quick to decorate) and perfect if you're not a fan of too much icing. We can add fresh or faux flowers and toppers to tie your cake in perfectly with the feel of your day.

FULL BUTTERCREAM

Fully covered in buttercream (no sponge showing through) this style can either be finished smooth or in a choice of textures. We can then add fresh or faux flowers and toppers, just like we can with a semi-naked finish, and you also have the option of choosing edible pearls or gold leaf accents for a touch of luxury.

Note my buttercream is cream, not white, as it's homemade with real butter. It can look a darker or lighter cream under different lighting and in different surroundings, but it is most definitely not white. I can also colour it to your theme. If you'd prefer a white wedding cake, sugarpaste is the best choice.

SUGARPASTE (FONDANT)

This is a perfectly smooth, sleek finish which lends itself to a huge range of decorative features: fresh, faux or sugar flowers, ruffles, wraps and drapes, moulded flowers and borders, marble effects and printed patterns as well as themed 'reveal' cakes and even personalised pet models! Sugarpaste starts 'bridal white' (a soft white) and can be mixed to any colour, too. The price reflects the fact that this style takes longer to create, but the end result is aesthetically beautiful and offers virtually endless design options.



Semi naked buttercream
with fresh flowers



Full buttercream (smooth)
with edible pearls,
fresh flowers and topper



Sugarpaste
with sugarpaste wraps,
fresh flowers & pet model

PRICE BUILDER

Step 2: SIZE

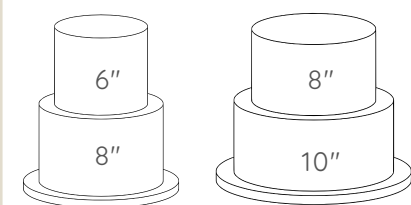
The prices below are based on each tier being 4.5" deep with four layers of sponge inside. Extra tall tiers (6" deep) are also available for a taller, sleeker overall 'look'. A mixture of the two also works well. The biggest element of the cost is how long your cake takes to make, eg a slim 3 tier takes the same amount of time to make as a classic 3 tier, so you could consider sizing up for better value per slice!

Servings are approximate and are based on 1" wide finger portions, which are the perfect size to follow a meal. Alternatively you'd get around half as many larger 'dessert' portions. Think about how you want your cake to look on the day as well as the number of portions you need.



1 and 5 tiers available. For extra tall tiers add £25/tier.
Cupcakes are £2.75-£6.75 each depending on complexity.
Sizes below refer to the diameter of the tier.

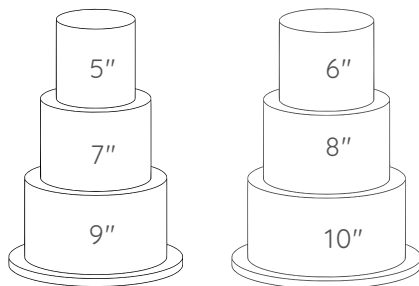
Layer = inside each cake Tier = each whole cake



2 tier
Slim 8/6"
Classic 10/8"

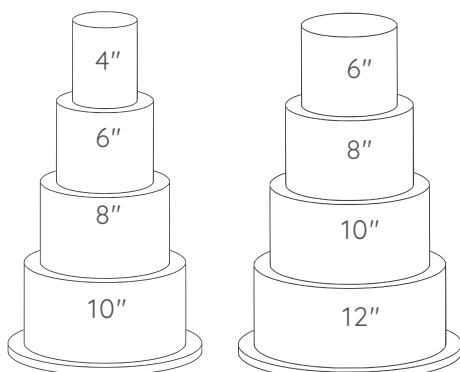
	Semi naked	Full butter cream	Sugar paste	Servings
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	£298	£320	£359	60
	£355	£399	£439	110



3 tier
Slim 9/7/5"
Classic 10/8/6"

	£399	£435	£469	100
	£459	£490	£565	140



4 tier
Slim 10/8/6/4"
Classic 12/10/8/6"

	£499	£545	£625	150
	£625	£665	£745	230

PRICE BUILDER

Step 3: DECORATION

SEMI NAKED BUTTERCREAM CAKES

Fresh flowers supplied by your florist.....	£38 for me to prep and arrange most designs
Supplied and arranged by your florist.....	no extra charge
Supplied and arranged by me.....	from £29 (small arrangements only)
Faux flowers supplied by you.....	£38 for me to prep and arrange most designs
Supplied and arranged by me.....	Feature top/side from £35
	Top/side/bottom trio from £69
	Full cascade from £25 per tier
Topper	Find one you love and I'll add it on the day for you

FULL BUTTERCREAM CAKES

Fresh/faux flowers & topper	as above
Edible 24ct gold leaf accents	from £45
Edible pearls across tiers	£15 per tier (choice of patterns)
Coloured buttercream, tier or feature	£15 per additional colour
Personalised pet model	£25-£45

SUGARPASTE (FONDANT) CAKES

Fresh/faux flowers & topper	as above
Sugar flowers	Rose/peony (any colour) £16 each
	Stem of buds to coordinate £14 each
	Feature with flowers, leaves and buds from £120
Sugarpaste wrap / drape	£15 per tier
Bottom tier ruffles	£55 (choice of styles)
Flower moulding	from £29 per tier
Stencilling	from £29 per tier
Marble effect tier (2 or 3 colours)	£19
Coloured tier	£20
'Reveal' themed cake	from £59 per tier
Edible 24ct gold leaf accents	from £45
Edible gold paint splatter	£15 (choice of effects)
Brush embroidery (piped rose effect)	£35 per tier
Dummy tier	Saves £35-100 per tier
Personalised pet model	£25-45

Other decorations also available.
Send over your inspo pics!

PRICE BUILDER

Step 4: CAKE STAND

A stand is the perfect stage for your cake on the day. You'd be surprised how different it looks compared to popping it straight onto a table. There are many types available to buy but the ones I use are some of the best on the market and are guaranteed to be both stable and elegant, so we can be sure your beautiful cake is not going to wobble! Booking a stand along with your cake also gives you one less thing to think about as I will take it with me and set it up for you. The deposit purely covers the replacement cost in case of damage or loss and is refunded once returned safely to me within 5 days. Your venue may also have one we can use. You are welcome to provide your own, at your own risk.

	Hire	Deposit
Marble	£25	£50
Gold (also works as a spacer between tiers).....	£25	£75
Small white	£25	£50
Large white	£25	£75
Large clear acrylic (glass effect).....	£25	£90
Acrylic fillable spacer tier (fill with flowers, fairy lights etc).....	£25	£40
Floral crown stand (holds fresh or faux flowers).....	£25	£100
Matching inner stand	£25	£90
Acrylic cupcake tower	£25	£100



PRICE BUILDER

Step 5: DELIVERY

Let me take responsibility for getting your cake safely to your venue! Most cakes need to be stacked in situ, with flowers and toppers added once it's safely in place. Smaller cakes can be transported yourselves if preferred, but let's chat about the practicalities. Price includes allergen info, cutting guide, flavour cards and anything else required by your venue.

from NG2 6QS	< 5 miles	< 10 miles	< 20 miles	< 30 miles	> 30 miles
	£29	£35	£45	£59	on request

REAL LIFE EXAMPLES

Here are some examples of how the price would come out using the price builder - but remember, your cake will be created to be uniquely yours! Prices exclude delivery and setup as this varies depending on location. Portion guides are approximate.



140 finger portions

Classic 3 tier
Full buttercream
Edible pearls
Fresh flowers by me, own topper
£564



60 finger portions

Slim 2 tier sugarpaste
Sugarpaste wraps
£389



110 finger portions

Classic 2 tier
Semi naked buttercream
Fresh flowers from your florist,
arranged by me on the day
£393



130 finger portions

Slim 4 tier sugarpaste with
one dummy tier
10 sugar roses & 3 bud stems
Flower moulds x 3 tiers
Brush embroidery x 1 tier
£874



100 finger portions

Slim 3 tier sugarpaste
Extra tall tiers
3 large ruffles
Pet model couple's own
£589



140 finger portions

Classic 3 tier sugarpaste
Coloured sparkly top tier
Ruffled coloured bottom tier
Fresh flowers by florist
£640

SAMPLES

You are welcome to order a sample box either before or after you book your cake with me. I prepare these several times per year, usually in January, May and October, and they are £28 (£35 including delivery). Just get in touch to pre-order yours.

Each box contains a selection of five to help you choose your own cake combinations with confidence. Whilst I don't bake all my flavours every time, I am happy to accommodate requests wherever I can (the earlier you order, the more flexible I can be!)



BOOK YOUR DATE

To ensure your cake receives the attention it deserves, I carefully consider how many cakes I take on in a particular week and of course delivery and setup needs to be factored in. 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 your 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. 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, we can arrange a full consultation if you would like one. This is usually over a call or a video call. If you would like to chat before you book, of course that is fine, too! Just let me know.

Once you have booked your date, we have plenty of time to finalise your design. I can fit in with you, once cake reaches the top of your 'to-do' list!

A full consultation is not always necessary, though. We can email and message any time, share ideas and make a plan with the help of inspo pictures and photos of cakes you like. I'll work in whatever way helps you most.

There's plenty of opportunity as we go along to make changes, and I'll always tell you any cost implications if extra materials or extra work need to be factored in. As long as every detail of your cake is finalised no later than one month before your wedding day, I'm happy!

ON THE DAY

I personally take care of your cake from the moment it leaves my kitchen, along country lanes, over speed bumps, around pot holes and up and down steps and stairs, right until it is in place and looking perfect!

I'll also liaise with your venue to arrange a suitable delivery time, allergen info, flavour cards and serving requirements, so there's nothing for you to worry about on the day until you see it in place for the first time.



FLAVOUR MENU

You are welcome to select a different flavour for each tier at no extra charge.

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

ELDERFLOWER & LEMON

Elderflower & lemon sponge with elderflower buttercream

PINK PROSECCO

Prosecco sponge with pink prosecco buttercream, tinted pink!

WHITE CHOCOLATE & RASPBERRY/STRAWBERRY

A hint of vanilla in the sponge with white chocolate ganache and your choice of jam

STRAWBERRY & FIZZ

Prosecco sponge with prosecco buttercream and strawberry jam

NEW!

MANGO & PASSIONFRUIT

Vanilla sponge with mango & passionfruit curd and buttercream

CHOCOLATE

Chocolate sponge with fluffy chocolate buttercream

RICH CHOCOLATE or CHOC ORANGE

Chocolate sponge with whipped dark chocolate or dark chocolate orange ganache

CARAMEL

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

NEW!

CHERRY & ALMOND

Almond flavour sponge with a hint of ground almonds, almond flavour buttercream and cherry compote

VANILLA & BISCOFF

Vanilla sponge with Biscoff buttercream and Biscoff spread

COFFEE

or COFFEE & WALNUT

A light coffee sponge with coffee buttercream made with espresso, with or without chopped walnuts between 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



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

I would love to work with you to create an exceptional cake 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!

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, pair of wellies or pet dog, to name just a few! Have a look at more cakes of all kinds at www.joannacakedesign.co.uk

Please feel free to email me at jo@joannacakedesign.co.uk or Whatsapp me on **07877901466**.

I'd love to hear about your plans.

Jo *cx*

