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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 bake and decorate your wedding cake with love and care, and what a privilege that is. And 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 by giving you lots of prices up front, you can see what costs what, without having to wait for quotes, making it easier for you to stay in control of your budget.

It's all about time.

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

So, 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 break down what different styles and decorations cost, so **you can add them in and leave them out to suit you.**



YOUR STYLE

There are lots of styles to choose from and you can play around with the price builder on the next page to compare them. You'll need to decide on the size, finish (icing type), flowers and any other decoration - and I'm here to help!

1. THE FINISH - BUTTERCREAM OR SUGARPASTE

A buttercream finish, either completely covered or semi naked, is the most cost effective option and 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. Note my buttercream is cream, not white, as it's homemade with oodles of real butter (and it can be coloured).

A fully iced sugarpaste finish costs a little more and provides a beautifully smooth canvas for your choice of decoration, but with all the features priced individually, you can just add what you love whilst not paying for extras you don't. It starts white and can also be hand-coloured to match your theme.

2. FLOWERS

Sugar flowers are beautiful and my speciality lies in roses and peonies, with all the delicate buds and leaves to set them off perfectly. We can colour match these to your theme.

Fresh flowers look and smell fantastic and your florist will normally provide these.

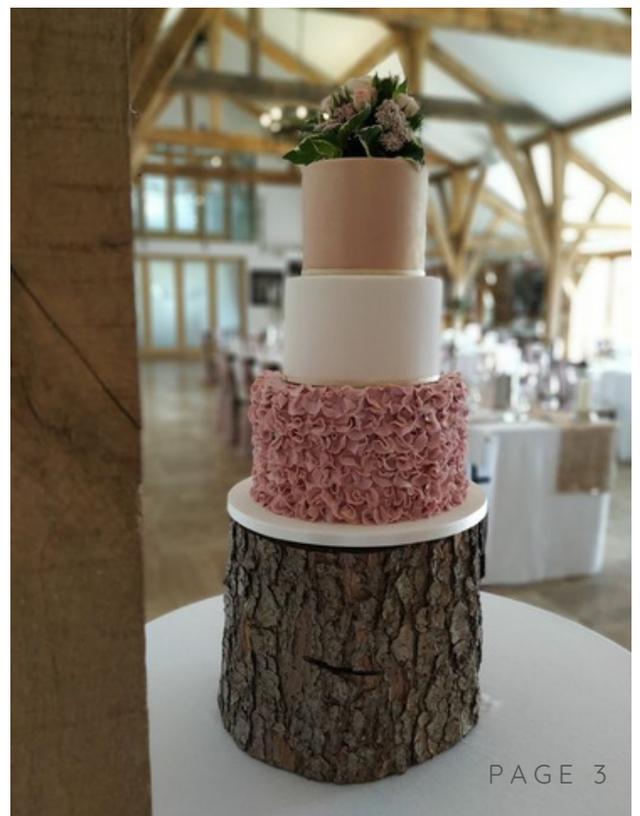
Artificial flowers are fantastic these days and are often the most budget friendly. You can provide your own or I can order for you.

3. DECORATION

There's a huge choice of decoration using 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, 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!).



TRY THE PRICE BUILDER ON THE NEXT PAGE AND FEEL FREE TO GET IN TOUCH TO CHAT ABOUT YOUR IDEAS, YOUR DATE AND ORDERING YOUR CAKE SAMPLES!

YOUR PRICE BUILDER



www.joannacakedesign.co.uk
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See what your dream cake might cost - without waiting for a quote!

Get started by playing around with the different elements of your cake below, adding up what you want and leaving out what you don't. Get in touch whenever you're ready to check your date, chat about your design or order samples - I'm here to help! Feel free send over any inspo pics as a starting point, too.

Prices are based on 4.5" tall tiers, each with four layers of sponge inside (others available). Servings are based on 1" finger portions, which are the perfect size to follow a meal. Alternatively you'd get around half as many of the larger 'dessert' portions.



Semi naked cakes are lightly covered with buttercream with the sponge showing. Buttercream covered cakes can be smooth or textured. Fully iced are the ones with a smooth sugarpaste (fondant) covering.

1. Choose your SIZE & FINISH

			Semi naked	Butter cream covered	Fully iced	Servings
(1 and 5 tier on request)						
	2 tier	Small 8/6"	£249	£269	£299	70
		Classic 10/8"	£295	£335	£375	120
	3 tier	Small 8/6/4"	£335	£355	£399	80
		Classic 10/8/6"	£389	£419	£479	150
	4 tier	Small 10/8/6/4"	£415	£455	£535	160
		Classic 12/10/8/6"	£565	£625	£695	250

2. Add DECORATION

There are lots of other decorations available - this is just a selection.

Lustre shimmer	£0
Ribbon	£0
Buttercream texturing	£0
Stencilling per tier	£10
Gold paint patches/splatter	£0
Edible gold leaf accents	£30
Coloured tier	£5
Marbled sugarpaste per tier	£12
Sugarpaste wrap per tier	£15
Flower moulding - feature	£19
Flower moulding - full tier	£29
Edible pearls across tiers	£35
Brush embroidery per tier	£25
Bottom tier ruffles	£45

Peeping pet	£12
Detailed pet model	£30
Dummy tier deduct	£30-70
'Reveal' theme per tier	from £55
Using your own topper	£0

3. Add your FLOWERS

FRESH	£35 for me to prep & arrange on the day (supplied by your florist)
OR florist creates arrangements for us	
*ARTIFICIAL	top/side from £30
	3 placements from £59
	full cascade from £29/tier
SUGAR	rose/peony £14 each
	top/feature from £75

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
	£29	£35	£42	£59	on request

*You are also very welcome to supply your own artificial flowers and greenery for me to add to your cake. These would be prepped and arranged for you in advance, taken to the venue on the day and attached safely to the cake (£35 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 to be uniquely yours! Prices exclude delivery and setup.



Classic 3 tier
Semi naked buttercream
Fresh flowers by your florist
Topper couple's own
£389



Small 2 tier
Buttercream covered
Gold & black splatter
Gold painted edges
Fresh flowers by florist
Topper couple's own
£269



Classic 2 tier
Semi naked buttercream
Fresh flowers from your florist,
arranged by me on the day
£330



Small 4 tier fully iced with
1 dummy tier
10 sugar roses & buds
2 flower mould features
1 flower mould full tier
Brush embroidery x 1 tier
£755



Classic 3 tier fully iced
Coloured tier with lustre
Coloured ruffled tier
Fresh flowers by your florist
£534



Classic 3 tier fully iced
(gluten free tier kept separate)
Lustre shimmer
Fresh flowers by your florist
Topper couple's own
£479

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 £26 collected or £34 posted. 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!

(By the way, I don't charge extra for choosing a different flavour for each tier!)



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 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. 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 video call because it's so easy these days, but can of course also be in person.

A full consultation is not always necessary, though. We can email and message any time, and 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 info, 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 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

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



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



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

