

CAKE, JEN BAKED

BESPOKE CAKES



YOUR PERFECT
CUPCAKES

CAKE. JEN BAKED

STUNNING CUPCAKES FOR YOUR SPECIAL DAY

I'm Jen the face behind Cake Jen, Baked.

I make beautiful, bold and colourful celebration cakes and cupcakes that taste as good as they look! I specialise in floral designs, in particular sugar flowers.

All of my cupcakes are designed just for you. This means that your cupcakes will be one of a kind showstoppers made with you at the heart of the design.

All of my cupcakes can be decorated with buttercream or ganache and sugar paste.

As part of my service, cupcake orders of 24 or more are available for delivery. Although depending on your location it may be possible to deliver smaller orders. They can also be collected from Cake, Jen Baked.

I understand that ordering bespoke cakes is a big commitment and that it might seem a daunting process, but this guide should hopefully answer any questions you might have. I've created a step by step process to help guide you through from booking, to design, to prices & flavours.



Maybe you are planning a smaller celebration or you would like to give cake as a gift. If so cupcakes could be a good alternative to a full sized cake.

Cupcakes enable you to have more than one design (within an overall theme) and they can be personalised to match either the theme of your party or event or something that represents the person receiving them.

They can also be used to send a personalised message to someone maybe a 'thank you' or 'I love you'.

Cupcakes can be individually packaged so that they can be easily added to children's party bags rather than being served at the party.

Cupcakes are available in the same flavours as full sized cakes and can be filled with jams, curds and sauces to compliment the sponge and buttercream flavours



PAYMENT & PRICES

Cupcake prices are based on the design and decoration required. They start at £3 per cupcake for simple buttercream decoration and go up to £4 per cupcake to include a handmade sugar rose. I've included some examples with pricing below to give you a guide.

There is a minimum order of 12 cupcakes unless you are also ordering a cake for the same date. You don't have to have the same design for all 12 cupcakes and batches can be made up of a mixture of price bands.

Full payment is required two weeks before your cake's due date. If you are ordering with less than two weeks notice full payment will be required when ordering. Orders under £30 require full payment at the time of booking, orders over £30 require a 10% booking fee to secure your date.

£3 Each



£3.50 Each



£4 Each



CHOOSING YOUR FLAVOURS

You can choose from the following menu:

Moist and fluffy vanilla sponge with a vanilla buttercream
can filled with your choice of either strawberry or raspberry conserve



Rich and soft coffee sponge with a coffee buttercream or make it mocha with a chocolate buttercream



Fresh zesty lemon sponge with a sharp raspberry buttercream, can be filled with lemon curd or raspberry conserve



Sweet and buttery caramel sponge with caramel fudge buttercream, can be filled with a caramel sauce



Rich chocolate sponge with a luxurious chocolate buttercream

Moist spiced carrot cake with a zesty orange buttercream

If your favourite flavour isn't listed let me know as I have plenty of additional tried and tested recipes so may be able to accommodate alternatives. Cookies and cream or chocolate sponge with a mixed berry buttercream are frequent off menu favourites.



BOOK YOUR DATE

In order to ensure your cupcakes are given the attention they deserve I only book a limited number of cakes per week. This means that it's advisable to book your date with me as soon as possible. You can book with me any time after you have confirmed the date of your event.

Email hello@cakejenbaked.co.uk or [submit an enquiry](#) to check my availability.

I will then get in touch with you to let you know if I have space for your cake. If I do I'll ask a few questions about the number of guests, potential flavours and design ideas.

With this information I will be able to give you an initial quote.

Your date can then be secured into my diary with a 10% booking fee. Orders under £30 will require full payment to secure the date.

THE DESIGN CONSULTATION

Once you have secured the date, we'll chat in detail about the design. Generally this will be via email but we can also have a short Zoom call if the design is more complex.

We will chat about any design ideas you have, your colour scheme, themes for your event etc. Just as importantly we will talk about anything you know you don't like.

I will be able to advise you on what might work well and sketch some ideas for you to approve and provide you with a confirmed quote.

ABOUT YOUR CAKE DESIGNER

I'm Jen and I live in Cambridge. I have been baking for years and was the friend who made a birthday cake in food technology to be shared during the lunchbreak – cake is my love language.

I still remember the cakes that have helped me celebrate special occasions through the years. Some have been lovingly made by family and others purchased, but each one has been part of a lifelong memory for me.

I love nothing more seeing the look on someone's face when they are presented with a bespoke cake that has been made just for them. This might be a birthday cake, anniversary cake, baby shower cake, thank you cake or an "I love you" cake. Whatever your special occasion a beautiful lifelong cake memory can be made. I particularly enjoy taking something such as a favourite song, colour, flower or artwork and translating it into cake and sugar. This ensures that the cake is truly personalised and special for the recipient.

My biggest passion is creating beautiful sugar flowers, they can be used to create a stunning centrepiece that will leave your guests wondering if they are real or not.

My cake style is bold, beautiful and colourful. I want your cake to represent you, stand out from the crowd and be remembered by your guests as a showstopper (as well as it being delicious!).

I would love to work with you to turn your ideas into your dream cake. Each cake is a bespoke design created with you at the heart of the design.

From start to finish I'll be on hand to answer any question you have about ordering a cake with me. I'm available via email or telephone and I love hearing about all your plans! I like to work closely with you to really get to know you and understand your dream cake so that I can really create you something spectacular for your big day

I hope this guide has been helpful and would love to hear from you. Please feel free to email me at hello@cakejenbaked.co.uk

Jen

