

CAKE, JEN BAKED

BIRTHDAY & CELEBRATION CAKES



YOUR DREAM CAKE

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STUNNING CAKES FOR YOUR CELEBRATIONS

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.

Each bespoke cake is designed just for you. This means that your cake will be a one of a kind showstopper made with you at the heart of the design.

All of my cakes can either be coated in buttercream, ganache or ganache and sugar paste.

As part of my service cakes are available for delivery.

I understand that ordering a bespoke cake is a big commitment and that it might seem a daunting process, but this guide should hopefully answer any questions you might have.

If you want to learn more about working with me and be guided through booking, design, prices & flavours you are in the right place.





STEP 1: BOOK YOUR DATE

In order to ensure your cake is given the attention it deserves, 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 me at hello@cakejenbaked.co.uk to check my availability for your date.

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 - but don't worry you don't need all the answers at this stage, it's just to be able to give you an initial quote.

To help you decide if we are a good fit I can book a 15 min Zoom call with you.

Your date can then be secured into my diary with a 10% deposit (orders under £30 require full payment to secure the date)

STEP 2: THE DESIGN CONSULTATION

Once you have secured the date, we'll chat in detail about the design.

For straightforward designs this might be via email, but for more complex designs we will have a Zoom call.

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.

I'll then draw a detailed sketch of your cake for you to approve and provide you with a confirmed quote.

STEP 3: CHOOSING YOUR FLAVOURS

You can choose from the following menu:

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

Rich and soft coffee and walnut sponge with a coffee buttercream

Fresh zesty lemon sponge with a sharp raspberry buttercream and lemon curd filling

Sweet and buttery caramel sponge filled with a caramel and fudge buttercream

Rich chocolate sponge filled with a luxurious chocolate buttercream

Moist spiced carrot cake filled 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.

STEP 4: PAYMENT & PRICES

It's difficult to give an exact price for bespoke cakes as the price is dependent on the design and size. However, as a guide I have a starting price for each size cake. I am more than happy to make design suggestions if you have a set budget in mind.

When serving your cake as dessert I'd recommend that you cater for all of your guests. If your cake is in addition to dessert I'd recommend catering for 75% to 90% of your guests.

1 tier to feed 12 to 21 start from £90
1 tier to feed 22 to 37 start from £100
2 tier to feed 34 to 58 start from £190
3 tier to feed 40 to 67 start from £270

The prices above are for a plain iced cake. Intricate details like sugar flowers, ruffles etc will add to your cost.

The portion sizes above are based on standard height cakes which will give a 'finger' portion approx. 1"x1"x4" or 'dessert portion' approx. 2"x1"x4".

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.



Maybe you are planning a smaller celebration or you don't want to worry about cutting the cake?

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



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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.

£3 Each



£3.50 Each



£4 Each



ABOUT YOUR CAKE DESIGNER

I'm Jen and I'm based 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.

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

