



## Specialty Cake Informational Package

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Confections of a Cake Lover



confectscakelov

Thank you for your interest in one of our cakes! The following PowerPoint contains all of the information you would need to know about our edible art, particularly how we determine pricing.

You will find at the end of this document a worksheet created just for you so that you may “build your own cake”!



# Confections of a Cake Lover: A Short History

Sarah's love of baking began many years ago as she helped her grandmother and mother in the kitchen. Her motto is simple: always from scratch. You will never find pre-made box cake, canned frostings, or packaged fillings coming out of her kitchen!

The desire to bake and decorate cakes stemmed from her wedding where she did not receive her dream wedding cake.

Thoroughly displeased, she gave cake decorating a try and found that she really enjoyed it. She's been perfecting the art over five years and continues to grow as a professional cake, cupcake, and cookie artist. Before coming to the western PA region, she built a clientele in New Hampshire, Vermont, and New York.

When she opened her doors in December of 2012, it was imperative that Sarah had a strong confectionary team on her side. We at Confections of a Cake Lover aim to impress by producing edible art that will always be remembered not only by its creativity but also its taste.



# So How Do We Determine Cake Pricing?

Pricing completely depends on three things: the flavor of the cake, how many people it serves, and the complexity of the cake.

- For instance, a white cake with buttercream frosting goes for super-cheap. However, a red velvet cake with cream cheese would go for a whole dollar more per slice. This is due to the fact that some of our cakes use more ingredients or higher-end ingredients (i.e. vanilla bean, cream cheese, white chocolate, fondant)
- As for how many people it serves, here is an example: one wedding cake that Sarah did was a 6-tier wedding cake that could have served almost 300 people. However, the wedding only had 150 people in attendance. The bride wanted a monstrously tall cake but paid for all 300 slices. Therefore, all cakes are priced on however many people the cake could potentially serve.
- Lastly, complexity. This TOTALLY depends on the design and what the customer wants. For example: If a bride wants a wedding cake that is intricately piped, then the pricing of that cake will go up significantly because of the time needed to create her vision. Also, a fondanted cake will begin at \$1 more per slice than a frosted cake due to the pricing of fondant.

# What The Heck is Fondant?

If you have ever seen any of the baking shows on The Food Network (Ace of Cakes) or TLC (Cake Boss), then you know all about fondant! It is a sugar-based pliable frosting used to cover cakes in order to give a flawless finish. Working with this medium is very much like playing with Play-Doh!

We specialize in fondanted cakes, which is something that is not always available in local bakeries.

We use the same brand of fondant used by Ace of Cakes, Cake Boss, and Ron Ben-Israel. Our fondant tastes like marshmallows and has a little softer consistency than Air Head brand taffy.

When we make our fondanted cakes, we put enough frosting underneath the fondant so that you and your guests have the option to peel the fondant off and still have a great piece of cake!

For fondanted cakes, we charge an additional \$1.00 per slice (white or pastel fondant) or \$1.50 per slice (vibrant colors).

# Birthday Cake Serving Guide

These are the charts that we use when determining the amount of slices of cake that can be produced per pan.

Who doesn't want a BIG piece of birthday cake? This serving guide allows you and your guests to have a larger piece of cake compared to a wedding cake. **Please note that each tier is constructed with four layers of cake and three layers of frosting/filling.**

Pan Size	Servings
Circle Shape	
5 inch	6
6 inch	8
7 inch	10
8 inch	15
9 inch	22
10 inch	30
11 inch	35
12 inch	45
13 inch	55
14 inch	65
15 inch	80
16 inch	90
17 inch	105
18 inch	115
20 inch	145
22 inch	170
24 inch	195
Square Shape	
6 inch	12
8 inch	24
9 inch	27
10 inch	40
12 inch	60
14 inch	84
16 inch	112
18 inch	144

Heart Shape	
6 inch	8
9 inch	18
12 inch	40
15 inch	65
Oval Shape	
5 X 7 inch	10
7 X 10 inch	25
9 X 13 inch	40
12 X 16 inch	65
Petal Shape	
6 inch	5
9 inch	15
12 inch	32
15 inch	55
Hexagon Shape	
6 inch	9
9 inch	18
12 inch	45
15 inch	65

## Our Cake Flavors

We have worked tirelessly for the past 5 years to find and perfect a variety of flavors.

The following pages contain all of our available cake, filling, and frosting flavors.

Please note that some of our flavors cost more than others. All pricing estimates are available on the customer worksheet at the end of the PDF.

Prepare to be delightfully overwhelmed by all that we have to offer!

# Cake Flavors

## Old School Basics

White Cake      Yellow Cake  
Chocolate Cake      Marble Cake  
"Funfetti" Cake

## Chocoholics Anonymous

"Midnight" Chocolate Cake      German Chccolate Cake  
Espresso Cake      Black Forest Cake  
Chocolate Grand Marnier Cake  
Chocolate Maraschino Cherry Cake  
Chocolate Banana Cake

## We're All a Little Nutty Inside

White Chocolate Macadamia Cake (cannot be a carved cake)  
Almond Cake  
Banana Walnut Cake

## The Produce Section

Carrot Cake (cannot be a carved cake)  
Loaded Carrot Cake (with pineapple, walnuts/pecans, and coconut)  
Coconut Cake      Triple Citrus Cake  
Banana Cake      Strawberry Cake  
Lemon Cake      Lemon Poppy Seed Sour Cream Cake  
Pumpkin Cake      White Chocolate Lemon  
Orange      Blueberry Lemon  
Maraschino Cherry      Orange Vanilla Bean  
Strawberry Banana

## Decadent Delights

Red Velvet Cake (paired only with cream cheese frosting)  
Vanilla Bean Cake

# Frosting and Filling Flavors

## Old School Basics

Vanilla Buttercream

Chocolate Buttercream

## Can I Get This Filling in a “To Go” Cup?

Vanilla Bean Buttercream

Salted Caramel Buttercream

Cream Cheese\*

Swiss Meringue Buttercream

Peanut Butter

Espresso

Nutella

Molasses Cream Cheese

Hot Chocolate Frosting

## Saturday Night

Grand Marnier

Kahlua Buttercream

## The Produce Section

Raspberry Sauce\*

Pink Lemonade Sauce (Strawberry and Lemon)\*

Blackberry Lemon Sauce\*

Orange Buttercream

Raspberry Buttercream

Lemon Cream Cheese Frosting

Lemon Buttercream

Lime Buttercream

Maraschino Cherry Buttercream

Orange Vanilla Bean (Creamsicle)

\*- Filling  
Only

## The Candy Store

Whipped Ganache (Milk, Dark, Semi-Sweet, White)

Cookies and Cream\*

Homemade Cookie Dough Bites\*

Mint Frosting



# Additional Charges

**Delivery Fee:** Delivery is free in the immediate Meadville area (up to 10 miles). For every 5 miles after that 10 mile cutoff, there will be an additional \$5 tacked on (see chart).

**ANY DELIVERIES OVER 1 HOUR FROM MEADVILLE MUST BE AT LEAST \$500.** For more information, please contact us.

**Cake Boards:** We have a \$5 to \$20 deposit fee for our cake boards (depending on the size of the board) which is refunded once we receive the board after your event.

**Extras:** If your cake includes items such as fresh flowers, ribbon, or a cake topper, you will be charged the exact price for those items and be given a receipt from the third party vendor.

Mile	Delivery Fee
0 to 10	Free Delivery
11 to 15	\$10
16 to 20	\$15
21 to 25	\$20
26 to 30	\$25
31 to 35	\$30
36 to 40	\$35
41 to 45	\$40



# Sole Artwork Policy

Many other bakers in the country implement a policy that prohibits the inclusion of other baked goods not made by them from the celebration. In other words, if your grandmother made sugar cookies to set out on the table next to our cupcakes, it wouldn't be allowed. This is not a policy that we completely agree with and will typically never do, but we can understand where the policy comes from.

Here is a story taken from a fellow baker: **“Several years ago a friend was at a wedding reception and knowing I had provided the cake, he walked up to the cake table, mouth watering, hoping for his favorite flavor. What he was served instead was a slice of grocery store sheet cake that soon joined many other slices in the garbage. A few minutes later he heard another sheet cake tossing guest ask who made the cake and someone answered with my business name.**

**How much damage was done to my business because someone wanted to save a few dollars on sheet cakes?”**

**If you have a small party, we are open to the idea of you including other baked goods on your special day. However, our policy prohibits the inclusion of other cupcakes and cakes at the event. Cookies, cheesecakes, pies, and other baked goods are allowed.**

Every situation varies and we want to work with you so that you save on money in the long run. We want you to have your special day the way YOU want it to be. However, we have a reputation to uphold ☺ We hope you can understand.

## “Build Your Own Cake” Worksheet

The final sheet of this PDF is a worksheet for your own personal use as you budget for your event. This worksheet will allow you to see how much we charge per slice for our cakes and where we come up with our baseline pricing amounts. This sheet is meant to be filled out for fun rather than a formal order!

Please note that this is only a rough estimate—the complexity and design of the cakes has not yet been taken into consideration. Therefore, you might have an additional amount ranging anywhere from \$1 to \$5 per slice tacked on at the end depending on the design that we come up with.

# “Build Your Own Cake” Pricing Worksheet

You may fill out this sheet for your own personal use as you  
budget for your event.

PLEASE NOTE THAT YOU ARE CREATING A ROUGH ESTIMATE.  
WE WILL DETERMINE THE FINAL PRICE!

Cake Flavor	Price per Slice
Chocolate	\$2.00
White	
Yellow	
Almond	\$2.25
Banana	
Carrot	
Coconut	
"Funfetti"	
Lemon	
Marble	
Orange	
Pumpkin	
Red Velvet	
Strawberry	
White Chocolate Lemon	
Banana Walnut	\$2.50
Blueberry Lemon	
Carrot (Loaded)	
Chocolate Banana	
Chocolate Cherry	
Chocolate Grand Marnier	
Espresso	
Lemon Poppy Seed	
Maraschino Cherry	
Midnight Chocolate	
Orange Vanilla Bean	
Strawberry Banana	
Triple Citrus	
Vanilla Bean	
White Chocolate Macadamia	

Frosting Flavor	Price per Slice
Chocolate	\$0.25
Vanilla	
Ganache (Milk, Semi-Sweet, White)	\$0.50
Hot Chocolate	
Lemon	
Lime	
Mint	
Orange	
Vanilla Bean	
Cream Cheese	\$0.75
Espresso	
Grand Marnier	
Kaluha	
Lemon Cream Cheese	
Maraschino	
Molasses Cream Cheese	
Nutella	
Orange Vanilla Bean (Creamsicle)	
Peanut Butter	
Raspberry	
Swiss Meringue (Vanilla, Chocolate, Fruit Flavored, Coconut)	
Salted Caramel	

Filling Flavor	Price per Slice
Blackberry Lemon Sauce	\$0.60
Candy Bites	
Cookies and Cream	
Cookie Dough	
German Chocolate	
Pink Lemonade Sauce	
Raspberry Sauce	

Step One: Choose your Cake, Filling, and Frosting Flavors:

(Note: If you do not want a filling, substitute it with the frostings and prices already listed. In other words, double the price of the frosting)

Cake Flavor & Cost: \_\_\_\_\_ @  
\_\_\_\_\_ / slice

+ Cake Filling & Cost: \_\_\_\_\_ @  
\_\_\_\_\_ / slice

+ Cake Frosting & Cost: \_\_\_\_\_  
@ \_\_\_\_\_ / slice

**IF CAKE IS FONDANTED, ADD \$1.15 PER SLICE (the actual price may be lower but its good to overestimate)!**

Is cake fondanted? Yes No

PER SLICE TOTAL: \$ \_\_\_\_\_ / slice

Step Two: Multiply the above per slice total by the serving amount (see chart on page 5)

\$ \_\_\_\_\_ X \_\_\_\_\_ (total servings) =  
\$ \_\_\_\_\_