



*Emmazing Bakes*  
*Wedding cake*  
*brochure*



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# About me

Hi I'm Emma ,

I'm a multi award winning cake designer based in Mochdre in North Wales.

I am truly passionate about everything cake and absolutely love working close to individuals and couples so I can make the perfect cake for them. I offer a highly professional yet personal service from the initial consultation to the delivery/collection of your unforgettable cake.

All my cakes are made with the finest ingredients and finished to perfection.

All cakes are made in a 5 star rating kitchen and I hold level 2 food safety. I am fully registered and also have public liability insurance plus business use for my vehicle.

Please have a browse around my pictures on my website and also hop over to my facebook and Instagram pages.

If there is anything you want to know at all please get in contact with me either on my website, or my facebook and Instagram pages. I do get booked up very quickly so booking early is advisable

I look forward to hearing from you.

Emma x

## How To Order

1. Check that your date is available by contacting me to check my diary.
2. Send as much info as possible including venue, servings required and a style or design you are swaying towards, so that I can give a rough price. Ideas don't need to be set in stone just yet.
3. Secure your date in my diary with a £40 Non refundable deposit. (I cannot hold dates without a deposit)
4. Between the months of November to March is when I can hold consultations and make taster cupcakes, where you are able to design your dream cake and finalize finer details. The other months are the busy periods for weddings so I can not fit consultations and tastings in during these periods
5. The outstanding balance for your cake must be paid on or before a fortnight before the wedding.

**Please note, I no longer have a retail premises and I'm now based from home. Please contact me for the address when arranging any collections.**

# Deposits and Payments

A £40 non refundable booking fee is required to secure your date in my diary. I cannot hold dates and booking early is highly recommended even if you are unsure of the design of cake you'd like. This can be finalized closer to the time.

A deposit receipt will be sent to you to confirm the booking and the date in which final balance will be due. Please don't send deposits without first checking I have your date available.

Remaining payments can be made anytime on or before a fortnight before the wedding. These can be made in installments, or in one sum.

Please let me know when payments have been made so I can verify and confirm. Then a final receipt will be sent to you.

Due to time constraints, I'm unable to send out payment reminders and is the responsibilities of the client to ensure the payment is received on time. Failure of payment within the time frame may result in cancellation of your order. we accept no responsibility should we be unable to purchase the required stock or equipment to make the cake as laid out in the order confirmation. In these circumstances the cake will be made as close to the order confirmation as possible with no redress or liability on Emmazing Bakes.

# Payment Details

**Please don't send a deposit without first checking I have your date available.**

**If paying by Paypal, please check the spelling as I cannot recover the funds sent to the wrong email address.**

**If paying by bank transfer, you may get a message saying its unverified, don't worry about this as it will go through. It's a business account if they ask.**

**Card and Cash payments can be accepted and this will be by appointment only.**

**Paypal –**  
**[Emmazingbakes@gmail.com](mailto:Emmazingbakes@gmail.com)**

**Bank transfer**  
**Name – Emmazing Bakes**  
**Account number-23393808**  
**Sort code-236972**

# Cancellation, postponement and alterations

**In the event of a cancellation by yourselves, charges are as follows;  
More than 90 days prior to the date = deposit only.  
90 to 14 days prior to the date = booking fee plus half the remaining cost.**

**Less than two weeks prior to the date = full amount**

**Any deposits previously paid are non-refundable.**

**In the event of a wedding postponement, the payment due remains the same as a cancellation. If you postpone within 90 days of the wedding half the remaining cost will be due on the original payment date.**

**If you postpone less than one month prior to the wedding, the outstanding balance remains payable on the original due date.**

**Subject to availability we will carry any monies paid forward to the new wedding date. Please be aware that we will only do this on one occasion. Any further postponements will be classed as a cancellation.**

**You may, prior to 2 weeks before the wedding day, amend your order by providing us with written notice. In the case of alterations, a new order confirmation will be issued detailing the changes and the new cost. Alterations are not confirmed until a new order confirmation has been issued. Should you make any changes after the time scale stipulated above there will be no reduction in the price you pay, even if your new design is cheaper than the original booking.**

**I will strive to create your cake exactly to the design description given, however the design may need to be altered for it to work on the cake.**

**All cakes are hand crafted, because of this there maybe slight variations of colour and the overall look of the cake**

**Emmazing Bakes reserves the right to cancel, vary or suspend the operation of this contract if events occur which are in the nature of force majeure including (without prejudice to the generality of the foregoing): fire, floods, storm, plant breakdown, strike, lock outs, riot, hostilities, non-availability of materials or supplies or any other event outside the control of Emmazing Bakes, and Emmazing Bakes shall not be liable for any breach of contract resulting from such an event. In this situation we will provide you with written notice and any deposits paid are non-refundable and we refer to our cancellation policy. As such we advise you to purchase wedding insurance.**

**Emmazing Bakes liability (both in contract and tort) in respect of defects in goods or services shall be limited to the issue of a credit note in respect thereof or granting a refund or other such compensatory measures as Emmazing Bakes, at its discretion, considers appropriate in the circumstances and shall be limited to the value of the goods or services giving rise to the claim.**

**Emmazing Bakes shall not under any circumstances be liable for the customer respect of indirect consequential loss or damage or loss of profits, provided always that these conditions do not exclude or restrict Emmazing Bakes 's statutory liability for death or personal injury arising from any negligence on Emmazing Bakes part or liability imposed by statutory implied terms in Consumer Contracts.**

# Consultations and Tasters.

Between the months of November to March, I hold consultations as these are my quieter periods. For the time being, I'm holding consultations in a local café of mutual agreement. If you are not local, we can hold a video/zoom call.

I am available for emails/messages/social media enquiries all year round.

Consultations are by appointment only and are limited to 30 minutes. Any additional consultations would be £25. If you are more than 15 minutes late, I will not be available and a new appointment will have to be arranged on a different date depending on my availability.

I can offer up to 6 complimentary cupcake tasters between the months of November and March.

I'd need a minimum of 14 days notice for cupcake tasters. I no longer hold a 'sit and eat' session and I now box them up for you to take away and try at your own leisure. I can get them ready for when we meet or alternatively, they can be collected by appointment only. If you are more than 15 minutes late for your collection, a new date will be arranged for collection as I will not be available.

I can also post these out for postage costs if you are not local, this is normally around £9 per 6 for next day delivery. I'm unable to make taster cupcakes between the months of April and October as I do not want to sacrifice time spent on wedding cakes to make taster cakes (and vice versa).

# Flavours

Bailey's  
Banana Milkshake  
Banoffee  
Biscoff/ caramelised biscuit  
Black forest  
Blueberry  
Bubble Gum  
Butterscotch  
Butterscotch and white chocolate  
Butterbeer  
Carrot  
Carrot and ginger  
Champagne  
Cherry Bakewell  
Chocolate and biscoff  
Chocolate caramel  
Chocolate salted caramel  
Chocolate Honeycomb  
Chocolate Orange  
Coconut  
Coconut and lime  
Coconut and jam  
Coffee  
Cookie Dough  
Cream Soda  
Double chocolate  
Eton mess  
Ferrero Rocher  
Fruit cake (soaked with disaronno)  
Ginger  
Ginger and salted caramel  
Ginger and dark chocolate  
Irish Cream

Key Lime  
Lemon  
Lemon cheesecake  
Lemon meringue  
Lemon and elderflower  
Lemonade  
Lime  
Malteser  
Mint choc chip  
New York Cheesecake  
Orange  
Oreo  
Pink Champagne  
Prosecco  
Raspberry ripple  
Raspberry and white chocolate  
Raspberry cheesecake  
Raspberry and  
elderflower  
Raspberry bakewell  
Red Velvet  
Red velvet and oreo  
Salted Caramel  
Strawberry milkshake  
Strawberry and elderflower  
Strawberry cheesecake  
Toffee  
Toffee Caramel  
Toffee, caramel and chocolate  
White chocolate  
Vanilla  
Vanilla Honeycomb  
Vanilla and raspberry  
Vanilla and strawberry (Victoria sponge)

Please note, the flavours that typically require cream cheese e.g red velvet, carrot cake, the cheesecake flavours. I cannot use cream cheese as it cannot be left out of the fridge for longer than 2 hours, which is not practical for decorating, travelling and on display at your venue. The following are usually good accompaniments; vanilla buttercream, white chocolate buttercream, or a buttercream with cream cheese flavouring. (Or any other flavour buttercream you'd like) please state which you'd like when ordering these flavours

# Free from and dietary requirements

All cakes are made in a 5 star rating kitchen and I hold level 2 food safety. I am fully registered and also have public liability insurance plus business use for my vehicle.

All cakes are vegetarian and are made from the finest ingredients.

All cakes contain the following allergens

- Eggs
- Milk
- Cereal (gluten)

Cakes may contain traces of

- tree nuts
- Peanuts
- Sesame seeds
- Lupin
- Soya

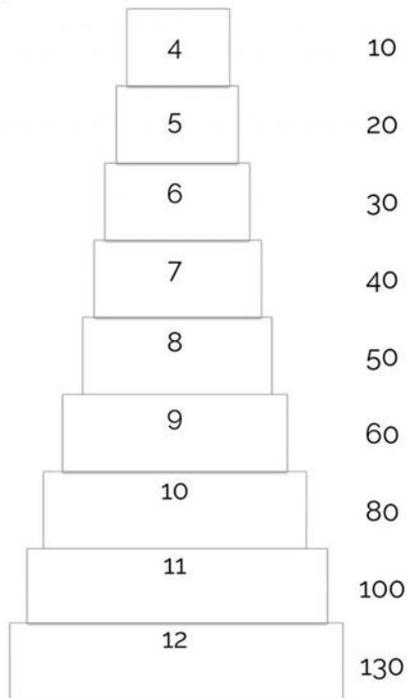
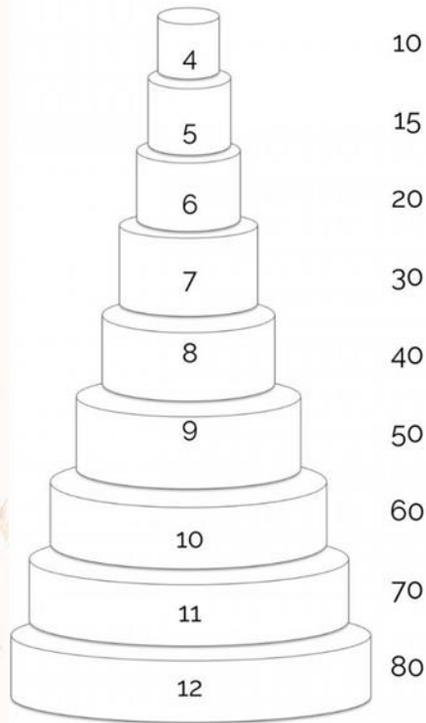
Some cakes, depending on the flavour, would contain large amount of the following

- Tree nuts
- Peanuts
- Sesame seeds
- Soya

I regret to say that I can no longer supply gluten/lactose/nut/vegan/dairy/sugar free large cakes as I do not have a separate free from area in my kitchen/fridge.

Subject to availability, I can make cupcakes with free from ingredients however I cannot guarantee that they will be completely free from allergens. These will be subject to availability only as my diary is extremely busy. Let me know at the time of booking if you would like to place an order for these.

# Serving guides



# Delivery, set up, venues and collections

**I can offer free delivery and set up with a 20 mile radius of Mochdre. I can go further subject to availability for time and fuel costs.**

**If need be, I can liaise with venues regarding delivery times.**

**Please let me know if the ceremony is being held in the same room as the wedding breakfast as this will massively affect delivery times. This may result in me not being available to set up your cake.**

**Cakes 2 tiers and under may be collected from myself by appointment only.**

**Cakes 3 tiers or larger will require them to be stacked at the venue. You are welcome to collect and assemble the cakes yourselves however I will not be liable for any damage that has been caused to the cake.**

## **TRAVELLING WITH THE CAKE**

**DO NOT place the cake on a seat in the car, seats are slanted and can damage the cake. The cake should be placed either in the boot or the foot well of the car on a non-slip mat Extra care should be taken when driving as some elements may be delicate. Emmazing Bakes cannot take any responsibility for damage to cakes when collected and transported by their customers**

# Cake stands

I can hire out cake stands. These are all priced differently depending on the stand you'd like.

The hire price for all stands is £10 plus a returnable deposit which is returned in full once the stand is returned to me in undamaged condition within 5 days of the wedding. Failure to return a cake stand to us within 5 days or in cases of loss or damage we will issue an invoice for the replacement cost, this is to be paid within 5 days. Don't worry about cleaning the stand, as this may damage the stand. I have specialist cleaning materials to clean the stand.

Cake stand returns is by appointment only as I no longer have a retail premises and I'm now based from home.

Some stands may not be suitable for your type of cake, so double check with me that the stand you'd like is suitable for your cake.



**Round log stand. £40.00  
with £30.00 returned**

**Flower box stand with  
artificial flowers in  
colours of your choice  
and fairy lights.£70.00  
with £60.00 returned.**



# Cake stands continued



Shallow log slice £20 with  
£10 returned

Silver pedestal  
stand £40 with £30  
returned



Double depth flower box  
with artificial flowers in  
colours of your choice  
and fairy lights £80 with  
£70 returned.

Gold pedestal stand  
£40 with £30  
returned



# Even more cake stands



**Gold napier stand £50 with £40 returned**

**Glass pedestal stand £40 with £30 returned**



**Diamante mirrored cake stand £50 with £40 returned.**

**White pedestal stand £50 with £40 returned**



# Yet more cake stands



**Flower box stand with artificial flowers and foliage in colours of your choice and fairy lights. £70.00 with £60.00 returned.**

**Ornate pedestal stand £60 with £50 returned**



**Empty acrylic box £60 with £50 returned**

**Silver napier stand £50 with £40 returned**



**Crystal pedestal stand £40 with £30 returned**

# Cupcake stands



**White sturdy cupcake stand £60 with £50 returned. Holds approx. 65 cupcakes. Available in round or square.**

**Log cupcake stand £60 with £50 returned. Holds approx. 35 cupcakes.**



**3 tier stand available in gold and silver. £70 with £60 returned. With or without log slices.**

# Fresh Flowers

## **FRESH FLOWERS**

If a customer would like fresh flowers, rather than sugar flowers on their wedding cake, it is the customer's responsibility to source the florist/flowers, unless specifically agreed with Emmazing Bakes. Once the cake has been set-up at the venue, Emmazing Bakes does not take any responsibility for any damage to the cake from the fresh flowers, or the placement on the cake of the fresh flowers. It is recommended that Emmazing Bakes dresses the cake with fresh flowers. You acknowledge that fresh flowers are not a food product, and may contain pesticides, insects, dirt, or other contaminants. It is the customer's responsibility to ensure that any fresh flowers displayed on or next to the cake do not contain pesticides and are food-safe (non-toxic). Emmazing Bakes can take no responsibility for the flowers being food-safe.

## **NON-EDIBLE ITEMS**

Most cakes contain small proportions of inedible items; it is the client's responsibility to ensure these are removed by your caterer/guests before consumption e.g. Support dowels in tiered cakes, ribbon, wires in sugar flowers, Swarovski crystals, flower picks & flower tape etc.

# Storage

If you have any sponge cake left over from your wedding, this will keep for around a week after the wedding if stored in an airtight container. They do not need to be refrigerated.

Fruit cake would last about 4 months after the wedding before it would need to be resoaked with alcohol. Please pop me a message if you need guidance on this.

Cakes can be frozen after the wedding. I'd recommend up to 3 months in the freezer for sponge cake if its well wrapped in clingfilm or similar.

One couple have actually kept their sponge cake in the freezer and ate some on their first anniversary! Fruit cake would last up to 12 months in the freezer before it would need to be resoaked.

Another couple also sliced their cake and wrapped individual slices so they only take out one slice at a time.

Cupcakes have a little shorter shelf life. I'd recommend consuming them within 3 days of the wedding. Or up to a month in the freezer.

# Complaints

Complaints are extremely rare in the world of cakes and due to the amount of work put into each individual cake we take them very seriously.

Please note we can only deal with the client who placed the original order. Some complaints may require further investigation and an immediate refund may not always be possible. Cakes, or part of cakes and cupcakes, must be returned to us within 24 hours to ensure we are able to fairly assess the nature of the complaint. The cake must have been stored at the correct temperature, out of the sun and away from damp conditions or heat. Once I have set up the cake at the venue, Emmazing Bakes cannot take responsibility of a damaged cake if it has been moved or tampered with. If you are complaining for a refund you must return at least 75% of the uneaten product within 24 hours of delivery.

We are not responsible for mistakes made by the customer i.e. incorrect / misspelled names or incorrect choice of cake. We always keep samples of our products for a reasonable time. In addition, we always take photographs of the cakes prior to delivery / collection.

We do not refund for customers that have simply changed their mind or if the cake has been damaged out of our care.

Please note icing may crack as it dries out which is out of our control and why we recommend you consume your cake as soon as it is cut. We do not accept complaints for not liking the taste of our products mainly because individual's tastes are different.

We cannot guarantee an exact replica of any cake, but we will do our best to make it so. Where colour swatches are provided, we will do our best to match as close as we deem possible. Exact colour matches are not guaranteed.

From time to time certain materials for our cakes may become obsolete. This is totally out of our control; however, we will do our best to select replacement products to reflect the original design as closely as possible. We reserve the right to replace items with component parts of equal or better quality without consultation.

If your cake contains figures made from sugar paste, whilst edible, we do not advise that they be eaten, due to the possible presence of dowels for reinforcement. All of our figures are handmade, and therefore, whilst we try to capture the characteristics of a particular person if requested (such as with eye colour, hair colour, hair length, glasses etc), we cannot guarantee a true likeness. It is your responsibility to provide images for our reference. If images are not provided standard figures shall be used. Images need to be provided no later than 4 weeks prior to the event.

# FAQS

## **What is a luxury wedding cake designer?**

**You will have no doubt come across many businesses in the wedding industry claiming to be a luxury business and this can be interpreted in various ways. For me, being a luxury wedding cake designer is not about being over the top, exuberant or lavish, it's about the finer details....it's the perfect finish on your wedding cake, the peace of mind from knowing you have booked a reliable company with a wealth of experience and knowledge so they can curate your dream wedding cake design with ease, it's having mastered the art of creating realistic sugar flowers that will amaze your guests, it's never having to worry if you will turn up to a disaster on your wedding day because you know everything is perfectly in hand, it's about using the finest ingredients because you deserve the very best. Lets not forget the unrivalled level of service either, this is just as important as having a beautiful cake and from 2022 I am taking very limited bookings to allow me to work more exclusively with each couple - this means your very important wedding cake gets my full attention, it will never be rushed! I am focussing fully on quality over quantity.**

## **How far in advance should be book?**

**As soon as possible. As I take on a limited amount of bookings my diary does fill quite quickly. For summer bookings I would recommend booking at least 18 months ahead, we may be able to accommodate at less notice though. Please use our contact page to check availability.**

## **How many wedding cakes do you do each week?**

**From 2022 I will be limiting the amount of clients I take on and will be creating just 2/3 wedding cakes per week. Some designers choose to do twice this many each week....however, for me to be able to offer a truly superior service I believe it is imperative to work more exclusively with each couple. I do my absolute best work if concentrating on fewer wedding cakes, this means you and your cake will have my fullest attention**

# FAQS continued

**Ingredients don't cost as much as that, surely?**

**No, that's very true! You are paying for a one of a kind, bespoke item for the most important day of your lives - if you are booking a luxury wedding cake designer then your cake has been expertly baked from scratch using the finest ingredients by someone with first class baking and decorating skills. The biggest cost in a wedding cake is actually paying for someones time and expertise and this is where costs will vary between wedding cake designers....expect to pay more for a luxury cake designer with a considerable level of skill and particularly if they have won awards. My pricing is higher than most to reflect my superior quality and extensive experience; I have trained with some of the worlds best sugar florists and most influential cake designers, I have fine tuned my skills through years of practice, I have won multiple awards and been featured in dozens of wedding blogs and magazines, not to mention my exclusive level of service ensuring your wedding cake is exceptional in every way**

**Can we have a different flavour in each tier?**

**Absolutely, choosing your cake flavours is one of the most enjoyable parts and giving your guests more choice means there will always be something there to suit everyone.**

**Can you copy this cake for me?**

**I would prefer to make something entirely unique for you as a couple, something that best represents your style and personalities and that has been carefully designed to fit in with your wedding day. Also, the person who can best recreate a particular design will be the original cake maker. However, I often encourage couples to save ideas if they have seen any particular elements or styling from a cake they have fallen in love with so we can use this as inspiration towards creating their own bespoke design**

**Will you decorate a cake made or bought elsewhere?**

**No, we do not offer this service. Our insurance will only cover us for cakes we have baked in our own kitchen that has been inspected by the local council and given a 5\* hygiene rating**

# A small selection of reviews

Emma... It was truly amazing! We were just stunned by it and the guests all thought it was the best they had ever seen. The detail in the decoration was mind blowing and to capture us in icing form under a fantastic representation of the floral arch we were married under was really special. Our dog and cat hiding in the flowers was really apt for us... quite literally 'the icing on the cake' Thank you for everything.

**Robin and Lorraine July 2021**

Thank you so so much for the fabulous cakes! They looked incredible and went down very well!! I had a carrot cake which was delicious and luckily there are a few more left so I can try a different one later. Thanks a million, you really made ger day special.

**I'm a celebrity get me out of here team November 2020**

I just wanted to say thank you so much for the cake. It was absolutely perfect and everyone was commenting on how amazing it tasted!

**Ryan and Tesni August 2021**

I've had lets see... 7 professionally made cakes and yours was BY FAR the best tasting one. You are LEAGUES ahead Emma. Very talented. It was perfect, thank you so much.

**Sophie October 2018**

Just to say a massive thank you for our wedding cake. It genuinely tasted insanely good.

**Nicola August 2021**

Thank you so much for making my dream wedding cake come true. We had so many compliments about it, looked fabulous and tasted even better!

**Rebecca September 2019**

Emma, thank you so much for creating the best wedding cake ever! It was literally the most talked about thing at the wedding! The detail in it was unbelievable and you could tell all the hard work you had put into the cake! The cake also tasted amazing! Everything about it was fabulous and exceeded all of our expectations. Thank you from the bottom of our hearts.

**Danielle and Rachel August 2019**

# A small selection of reviews

**WOW! We never imagined after designing the cake with you that it would come to life in that exquisite and detailed way. As well as it looking so incredible it tastes Emmazing!! We had so many compliments about the cake and everyone was in awe of your work. Your attention to detail was perfect. We couldn't recommend you more and I hope you enjoyed making the cake as much as we did eating it.**

**Mrs and Mrs Marland August 2021**

**We want to thank you so much for the cake, it was amazing and it was even better than we thought. Everyone loved it and couldn't believe it was a cake!**

**Thank you for capturing our dream in cake form**

**Mark and Verity August 2019**

**The cake that Emma made for our wedding was absolutely amazing!! My family and friends were still eating it a week later and all commented on the fact it still tasted as fresh as the first day. The flavours to choose from were unbelievable and the ones we chose were just incredible. The detail that went into the cake decoration was absolutely amazing, Emma turned my idea into a beautiful creation and it was definitely a work of art. I can't recommend Emmazing bakes enough as Emma is so friendly, helpful and responsive. Thank you so much for making the wedding cake of my dreams**

**Olivia June 2019**

**Thank you so much for our wedding cake. It was absolutely fantastic, so many guests have taken pictures of it and commented on how brilliant it was. It surpassed all my expectations and looked far better than the photo I sent you. The flavours were amazing. We are so glad we picked you and that you were available for our wedding date. Highly recommended.**

**Sue and Kevin June 2019**

**Wow Emma is truly Emmazing! She made out cake on the 25<sup>th</sup> May 2019.**

**My husband and I love anything sweet and wanted something a bit different. We opted for the flavours cookie dough, Ferrero rocher and black forest! Not only did the cake look stunning it was honestly the best cake I've ever tasted! I have had people message us to ask if there is any cake left as they cant stop thinking about it! Emma is fantastic, thank you so much!**

**Mr and Mrs Lynch May 2019**

# Thank you and see you soon

**Thank you for taking the time to read through my brochure, and congratulations for getting this far! It is truly an honour to be chosen to be a small part of a couples wedding day, and each time an order is placed, I do a little happy dance. I thoroughly enjoy what I do, and honestly doesn't feel like work. I'm so lucky to be in demand and never struggling for work. Thank you for keeping my little dream alive!**

**Any questions, or anything I havent covered, don't hesitate to pop me an email/message.**

**I'll look forward to meeting you and creating your dream cake!**

**See you soon**

**Take care**

**Emma**