Introduction

In preparation to your wedding consultation, we have put together this guide to help you understand the wedding cake design process. By reading this guide you will be aware of all the options Bridal Cakes by Ann has to offer. Additionally, this guide will help define your interests. This will aid in your consultation. Prior to reading this guide, we suggest you to look at our online wedding gallery to see our broad range of cake designs. You can access our website at http://www.bridal-cakes.com/. More images will be available at your consultation.

This guide is geared towards people who are purchasing a wedding cake. Some sections of this guide may be applicable to centerpiece cakes.

The Wedding Cake Design Process

When designing your wedding cake you will need to consider the following:

1. Servings
2. Cake Setup
3. Frosting / Icing
4. Cake Flavors & Fillings
5. Flower Type & Arrangement
6. Piped Frosting Design
7. Upgrades

Step One: Servings

The first step in designing your cake is to estimate how many guests you are expecting to attend your wedding. The amount of guests will ultimately decide the size of your cake setup. Although you may not know the exact number of guests attending, you will need to decide on an estimated range. Once you have an estimated range, you can move on to the next step. The number of servings is finalized two to four weeks before your wedding.
Step Two: Cake Setups

The second step to designing your cake is choosing the desired setup for your wedding cake. The setup is the way a cake is built, it’s shape, number of tiers, and how the tiers are arranged. Most cakes follow under these categories:

**Two Tier Cakes:** These cakes are generally for smaller weddings. Two tier cakes serve approximately 30 to 70 guests. They may be stacked or tiered. Cake shapes include: round, square, square & round, heart, and hexagon.

**Three Tier Cakes:** Three tier cakes serve approximately 80 to 150 guests. They may be stacked or tiered. Cake shapes include: round, square, square & round, heart, and hexagon.

**Four Tier Cakes:** Four tier cakes serve approximately 180 to 350 guests. They may be stacked or tiered. Cake shapes include: round, square, square & round, heart, and hexagon.

**Bridged and Other Large Setups:** We have a variety of more elaborate setups including bridges and side cakes. Our larger setups serve 160 to 350 guests. Cake shapes include round and hexagon.

There are many different setups and cake shapes to choose from. Please refer to the cake setup reference for the exact number servings per setup. Servings are charged based on the setup you choose, not the exact number of guests attending.

Step 3: Frosting & Icing

The next step in designing your wedding cake is choosing the type of frosting for your cake. Bridal Cakes by Ann offers a variety of different frosting options for your cake. Prices vary between frosting types.

**Butter Cream Cakes**
Bridal Cakes is known for our delicious butter cream frosting. Our butter cream frosting is smooth, sweet, and creamy. Butter cream is available in vanilla or chocolate. Chocolate butter cream is available as an upgrade.

**Rolled Fondant Cakes**
Rolled fondant is an icing that is rolled out and placed over each tier of your wedding cake. It is used to create a perfectly smooth finish on your cake. Fondant is made from sugar and water. It is 100% edible and sweet. All our fondant cakes are iced with butter cream underneath the fondant icing.
Shaved Chocolate Cakes
We offer a variety of chocolate cake designs. Our chocolate is very flavorful and made from high quality cocoa butter. The different styles we offer include: shaved, fences, curls, and coated. All our styles are available in white and dark chocolate.

Chocolate Ganache Coated Cakes
Chocolate ganache is a very rich chocolate coating that is poured on to your wedding cake. It is made from pure chocolate, sugar, and cream. Chocolate ganache cakes are available in white or dark chocolate.

Whipped Cream Cakes
Our whipped cream frosting is smooth, sweet, light, and airy. It is the lightest of our frostings. Due to the delicate nature of whipped cream, not every cake design is available in whipped cream. Restrictions do apply. Ask for more information about whipped cream cakes during your consultation.

Tinted Frosting/Icing
To further make your cake unique, we offer tinted frostings and duo tone designs for butter cream and fondant cakes. You can either tint the entire cake or use a tinted piped design. It is up to you. Tinted frosting is available for an additional fee.

Step 4: Cake Flavors & Fillings
After deciding what frosting you will use, you need to decide what cake and filling flavors for your wedding cake. Each tier has two layers of cake and one layer of filling. Each tier can have a different cake flavor and filling (some restrictions apply). See attached cake flavors and filling list at the end of this document.

Step 5: Flower Type & Arrangement
Most wedding cake designs include some floral decoration. Whether is just a cake topper or a tower stuffed with Roses, we offer a variety of flower option for your wedding cake. The different flower types we offer include:

Butter Cream Roses
Butter cream Roses are made from rich butter cream frosting. They may be tinted to the colors of your choosing. They come in a variety of sizes.
White Chocolate Roses
Our delicious white chocolate roses are handmade to perfection. The chocolate may be tinted to your color preference. White chocolate Roses are available as an upgrade.

Sugar-paste Flowers
Sugar-paste flowers are handmade painted flowers. They look very life-like. We have a wide selection of flowers and colors to choose from. Sugar-paste flowers are available as an upgrade. Prices vary depending on flower or bouquet type.

Fresh Flowers
Fresh flowers add life to your wedding cake. Our wedding cake designers are skilled at creating custom flower arrangements. For a decoration fee, we can decorate your wedding cake with fresh flowers of your choice. Fresh flowers must be decorated by Bridal Cakes or an approved florist. Flowers must be provided to by your florist and delivered to Bridal Cakes one to two days prior to your wedding.

Silk Flowers
If you still want the look of fresh flowers but don't want real flowers on your cake, you can choose to use silk flowers. Silk Flowers a great alternative for guests that may have allergies to fresh flowers. A decoration fee and cost of flowers apply.

Flower Arrangements, Bouquets, and Toppers
Flowers can be decorated in many different positions and styles. Please consult with a wedding cake designer during your consultation with your ideas. Pricing varies depending on the complexity of the arrangement.

Step 6: Piped Designs
To add more depth and texture to your wedding cake, we have created a variety of different piped butter cream designs. These designs appear on the sides of each cake layer. You may choose a different design for each layer or one for the entire cake. These designs may be tinted to the colors of your wedding, or be more subtle and match the color of your cake. Some of our more popular piped designs include scrolls, lace, hearts and scrolls, and Swiss dots.

Some piped designs are included in the base price of your cake. More complex piped designs are considered an upgrade (see reference guide for details). Price varies depending on the level of detail of the design and the number of tiers of your cake. A complete list of designs is included at the end of this guide. Additional fees apply for custom piped designs.
Step 7: Upgrades

Bridal Cakes offers many options to a standard wedding cake. Some of these options require additional security deposits. Exact pricing on upgrades varies per cake. Upgrades include the following:

- Bridges
- Cake Stand with Lights
- Cake Toppers
- Candy Pearls
- Cheese Cake
- Chocolate Bows (color may be tinted)
- Chocolate Butter Cream Frosting
- Chocolate Ganache Frosting (white or dark)
- Fabric Ribbon
- Fondant Embellishments, Cut-outs, and Ornaments
- Fountain
- Fresh, Silk, Sugar-paste or Chocolate Flowers
- Jewelry Flowers
- Pearl Finish
- Some Piped Designs
- Rhinestone Jewelry
- Seashells
- Silver Cake Stand
- Silver Topper Initials
- Tinted Butter Cream or Fondant
- White Chocolate Ribbons

Package Deals

Attention: Package Deal Customers. Package deal wedding cakes include the following options: butter cream frosting (may be tinted), choice of one cake and filling type, simple piped design, and butter cream Roses. All other options are considered upgrades. A consultation is required for upgrades. Upgrade fees are paid directly to Bridal Cakes by Ann. If a consultation is required, a consultation fee may apply.
Conclusion

Now that you understand the steps involved in creating your wedding cake, it is time to create your wedding cake. Please review our website galleries for ideas. Familiarize yourself with all the different upgrades we offer. Review the reference materials attached to this guide. Most importantly, fill out the questionnaire attached to this guide prior to your consultation. Plan to bring in all your ideas to your wedding consultation.

Contact Information

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Cake Flavors & Fillings

Cake Flavors

- Angel Food
- Banana
- Carrot
- Cheese Cake*
- Cherry Chip
- Chocolate
- Lemon Poppy
- Marble
- Pound Cake
- Pistachio
- Red Velvet
- Spice
- White
- Yellow

Mousse Fillings

- Chocolate
- Lemon
- Raspberry
- Strawberry
- White Chocolate

Fruit Fillings

- Apricot
- Cherry
- Fresh Strawberry
- Lemon
- Pineapple
- Raspberry

Cream & Specialty Fillings

- Bailey’s Irish Cream
- Banana Cream
- Bavarian Cream
- Cannoli
- Chocolate
- Chocolate Fudge
- Chocolate Ganache (White or Dark)
- Chocolate Rum
- Custard
- Cream Cheese
- German Chocolate
- Hazelnut Cream
- Mocha
- Pistachio
Wedding Cake Questionnaire

Bride Name (please print): __________________________

Groom Name (please print): ________________________

How many guests do you expect to serve? ________________

What type of setup are you interested in? (please circle one)
Stacked       Tiered       Stacked & Tiered       Bridged

What type of cake shape are you interested in? (Please circle one)
Round          Square          Round/Square Combo         Heart          Hexagon

Which cake setups are you interested in? (Setup # from setup reference)
________________________________________________________________________

What types of frosting do you like?
________________________________________________________________________

Are you interested in tinted frosting? If so, list what colors.
________________________________________________________________________

Which frosting border are you interested in? (See reference guide)
________________________________________________________________________

What types of cake flavors and fillings do you like?
________________________________________________________________________
What type of flowers do you want on your cake? (Please Circle One)

Butter Cream    Chocolate Roses    Sugar-paste    Fresh    Silk

What type of flowers have you chosen for your wedding?

________________________________________________________________________

How would you like your flowers arranged on your cake?

________________________________________________________________________

________________________________________________________________________

Are you interested in a cake topper? If so, what type?

________________________________________________________________________

Are you interested in a piped design? If so, please name the ones you are interested in. If custom, please bring a sample.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

What upgrades are you interested in?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Comments:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
Setup #1: Round Stacked
Serves: 40, 55, 85

Setup #2: Square Stacked
Serves: 32, 52, 72, 84, 124

Setup #3: Square-Round Stacked
Serves 34, 50, 80

Setup #4: Heart Stacked
Serves 26, 48

Setup #5: Hexagon Stacked
Serves 27, 54, 83

Setup #6: Round Tier
Serves: 40, 55, 85

Setup #7: Square Tier
Serves: 32, 52, 72, 84, 124

Setup #8: Square-Round Tier
Serves 34, 50, 80

Setup #9: Heart Tier
Serves 26, 48

Setup #10: Hexagon Tiered
Serves 27, 54, 83

Setup #11: Round Stacked
Serves 80, 105, 130, 155, 170, 180

Setup #12: Square Stacked
Serves 92, 136, 196, 268
Setup #25: Square-Round Tiered  
Serves 90, 124, 177, 229

Setup #26: Heart Tiered  
Serves 66, 123

Setup #27: Hexagon Tiered  
Serves 72, 128

Setup #28: 2x1 Round w/Fountain  
Serves 80, 105, 130, 155, 170, 180

Setup #29: Round Tiered w/Fountain  
Serves 80, 105, 130, 155, 170, 180

Setup #30: 1x2 Round w/Fountain  
Serves 80, 105, 130, 155, 170, 180

Setup #31: Round Stacked  
Serves 170, 220, 250

Setup #32: Square Stacked  
Serves 188, 204, 216, 236, 280

Setup #33: Square Stacked Offset  
Serves 188, 204, 216, 236, 280
Setup #34: Square-Round Stacked
Serves 164, 192, 217, 249

Setup #35: Square-Round Stacked
Serves 164, 192, 217, 249

Setup #36: 3x1 Round
Serves 170, 220, 250

Setup #37: 3x1 Square
Serves 188, 204, 216, 236, 280

Setup #38: 3x1 Square-Round
Serves 164, 192, 217, 249

Setup #39: 3x1 Hexagon
Serves 137

Setup #40: 2x2 Round
Serves 170, 220, 250

Setup #41: 2x2 Square
Serves 188, 204, 216, 236, 280

Setup #42: 2x2 Square-Round
Serves 164, 192, 217, 249
Setup #43: 2x2 Hexagon
Serves 137

Setup #44: Round Tiered
Serves 170, 220, 250

Setup #45: Square Tiered
Serves 188, 204, 216, 236, 280

Setup #46: Square-Round Tiered
Serves 164, 192, 217, 249

Setup #47: Hexagon Tiered
Serves 137

Setup #48: 2x2 Round w/Fountain
Serves 170, 220, 250

Setup #49: Round Tiered w/4 Side
Serves 160, 180, 225, 250, 275

Setup #50: 2x1 Round w/4 Side
Serves 160, 180, 225, 250, 275

Setup #51: Round Tiered w/6 Side
Serves 140, 170, 200, 225, 250, 310
Cake Setups

Setup #52: 2x1 Round w/6 Side
Serves 140, 170, 200, 225, 250, 310

Setup #53: Round Tiered w/6 Side
Serves 140, 170, 200, 225, 250, 310

Setup #54: 1x2 Round w/6 Side
Serves 140, 170, 200, 225, 250, 310

Setup #55: Round Tiered w/4 Side
Serves 160, 180, 225, 250, 275

Setup #56: 2x2 Round w/6 Side
Serves 290

Setup #57: 2x1 Round w/2 Tiered Sides, Bridges & Fountain
Serves 180, 215, 240, 280

Setup #58: Round Tiered w/2 Side, Bridges & Fountain
Serves 130, 140, 165, 190, 245

Setup #59: 2x1 Round w/2 Side, Bridges & Fountain
Serves 130, 140, 165, 190, 245
Setup #60: Round Tiered w/ 2 Tiered Sides, Bridges & Fountain
Serves 180, 215, 240, 280

Setup #61: 2x1 Round Bridges and Fountain Cascade
Cake setup serves 350 or 250 Guests

Setup #62: Half Cascade with Fountain
Serves 150, 175, 210, 220, 235, 275

Setup #63: Full Cascade with Fountain
Serves 350
Design #10: Lace (Upgrade)
Design #11: Dots
Design #12: Stripes & Dots
Design #13: Lace Ribbon 1 (Upgrade)
Design #14: Lace Ribbon 2 (Upgrade)
Design #15: Ribboning
Design #16: Stucco
Design #17: Vines
Design #18: Stripes
The base buttercream icing can be tinted to a color of your choice. The accenting design is decorated with white icing.

The base buttercream icing is decorated with white icing. The accenting design can be tinted to a color of your choice.