



SUGABLOSSOM
cake co.

How We Work

OUR PROCESS

Upon receiving your initial enquiry, we like to get as much info from you about your day as possible, inclusive of images of cakes that you like and design elements that you're working with for your event, from stationery through to flowers to give us a general vibe of the day.

We will put together some initial pricing and check our availability. From here, we generally continue the process via email, however for Weddings we do like to arrange to chat with you about your day. All consultations are now conducted via video or phone.

Once we have a good idea of the design elements, a formal quote will be issued and as soon a deposit is received, your date is secure.

Approx one month prior to your event, all cake and filling flavours, flowers, design elements, delivery contact info, etc is confirmed and final invoice is issued for payment no later than 2 weeks prior to your event.

We always aim to create a cake that is unique to the styling, theme and look of your event without recreating the work of other cake makers.

We love what we do and we hope that this is reflected in our work and level of care. Being selected to play a part in your event or special day, is always, unquestionably an honour.

We're looking forward to working with you.

Michelle xx





OUR FLAVOURS

All of our cakes are filled and where applicable, wrapped/finished with a couverture chocolate ganache, rather than a buttercream. We find ganache to be more stable to varying temperatures and transport, it keeps a cake fresher for longer and allows us to pack far more real flavour into our fillings

THE CAKES

Almond Tea Cake
Banana
Carrot
Chocolate Sponge
Chocolate Mud
Citrus
Coconut
Hummingbird
Marbled Choc Vanilla
Orange & Poppy seed
Vanilla Sponge

THE FILLINGS

Working with a base of either couverture white, or dark chocolate ganache or a 50/50 white and dark blend and your choice of;
Seasonal Fresh Fruit Puree or Jam - raspberry/lime, blueberry/lemon
Citrus – lemon/orange/lime zest or zingy lemon curd
Apple, pear & cinnamon*
Passionfruit, mango and lime
Pistachio, peanut, walnut, hazelnut or pecan*
Pistachio & rose*
Caramel salted or unsalted
Caramel Pecan*
Peppermint
Espresso , Choc Chip. Options are limitless.

We are more than happy to accommodate traditional/cultural or alternative filling options to the above, just ask. * indicates premium filling, variance in pricing applies

CAKE FLOWERS

T h e n o n - n e g o t i a b l e i m p o r t a n t b i t s

Let's get serious for a sec.....

We don't allow external parties/florists/family to place fresh flowers on our cakes.. We are afraid that this is the only non-negotiable element of our entire process and with good reason.

We work alongside many amazing florists, we even call them our friends..... but.....Your cake is a food product and we take hygiene & food safety pretty seriously; it's important stuff. Flowers in general, are not food items and extra care must be taken to ensure each stem is prepped properly. Some flowers are poisonous and far too dangerous to be used on any food product. Bugs, dirt, sap from stems, dirty hands, careless arranging all impact the final presentation and safety of you, your guests and our work.

We know our cakes and their structure, we know what kind of weight in flowers our cakes can and can't withstand. We're responsible for not only the finished product, but also our food safety and insurance obligations.

Fresh flowers on cake comes with some risk, but with appropriate hygiene, washing of stems, stem dipping and wrapping, we mitigate as much of this as possibly can.

We price our cakes with a base wholesale rate for flowers included. This can be adjusted based on the type and quantity of flowers that you would like to see on your cake.

We always aim to work with the selection of blooms that you are using on the day for cohesiveness. We can also work with a colour palette or overall look using the season's best available blooms.

Flowers are assembled on our cakes prior to delivery as we often don't have enough time to do so on site between deliveries. Any errors in placement can be corrected and erased prior to delivery. You are more than welcome to supply us with your selection of blooms by COB the day prior to your event if you would prefer us not to purchase for you

Sugar Flowers are also a good alternative should you be concerned about the risks and we're happy to chat further about this with you at any time.

All cake makers work differently and they're entitled to. There are cake makers who are totally ok with raw, unwrapped stems being jammed into their cakes – this gives us the heebyjeebies. So, for us, the only hands that should ever touch your cake are ones that hold a food industry certificate... your cake maker, your caterer and your food service staff. We never tamper with the work of other florists/vendors and we ask the same of our work.

We totally 'get' the fact that this might not be ideal for some of our potential clients and we've been challenged many times but we have to be okay with that....safety always comes first.

.....End of serious stuff

CAKE ANATOMY/PORZIONI

So, how much for a 2 tier/ 3 tier/ 4 tier cake?

The number of portions that you require your cake to serve will determine the size of each tier and the number of tiers.

Coffee/Tea Sized Portions = 1 inch x 1 inch x 4 inches tall

Dessert Sized Portions = 1 inch x 2 inch x 4 inches tall

Where dessert is being served as part of your catering/venue package, we always recommend catering for approx. 70% of your guest numbers with cake.

Different cake makers will account for the number of portions differently. We count full sized portions only and discount the edge pieces in our final numbers. Whilst these edge pieces will still be served at your event they are not full sized portions.

As a guide:

6 inch round cake = 12 coffee or 6 dessert

7 inch round cake = 19 coffee or 9 dessert

8 inch round cake = 24 coffee or 12 dessert

9 inch round cake = 32 coffee or 16 dessert

10 inch round cake = 42 coffee or 24 dessert

12 inch round cake = 70 coffee or 35 dessert

14 inch round cake = 84 coffee or 42 dessert

Double height cakes = double the number of portions

Standard cake tier = 4 or 5 inches tall, depending on the filling. Cake is torted into 3 or 4 layers with 2 or 3 layers of filling

Double height tiers = 8 inches tall with 6 layers of cake with 4 or 5 layers of filling

Popular Configurations:

One tier double height = 38 or 42 coffee portions . 1 flavour option

Two tier with double height base tier – 60 or 83 coffee portions. 1 flavour option

Three tier standard = 78 coffee portions. 2 flavour options.

Three tier with double height base tier = 79 or 100 or 120 coffee portions

Four tier standard = 87, or 148 coffee portions. 3 flavour options.

Four tier with double height base tier = 218 coffee portions



** coffee sized portions in above images

CAKE STYLES AND BASE PRICING

In addition to the number of portions of cake that you require, the style of the cake determines will determine the end cost. Please note that cake styles are not limited to the below options, we're always keen to work with new textures and finishes..



NAKED

All cake & filling exposed From
\$8.50 p/portion



SEMI-NAKED

Some cake showing through From
\$9.00 p/portion



ROUGH ICED

Horizontal Ribbon. From \$9.50
p/portion



ROUGH ICED

Palette Knife. Finish From \$9.50
p/portion



SOLID GANACHE

Smooth or textured finish. .
From \$9.50 p/portion



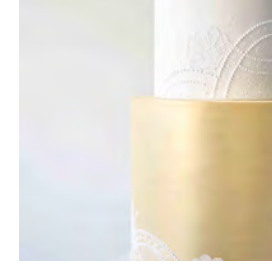
FONDANT

Clean fondant finish. From
\$13.00 p/portion



FONDANT

Dressed fondant finish. From
\$13.00 p/portion



FONDANT

Hand Piping detail. From \$15.00
p/portion



PRICE GUIDE

ONE TIER CAKE

48 coffee Portions. Pricing from \$508

TWO TIER CAKE

60 coffee Portions. Pricing from \$610

THREE TIER CAKE

From 78 – 120 coffee portions. Pricing from \$763

FOUR TIER CAKE

From 148 - 218 coffee Portions. Pricing from \$1358

FIVE TIER CAKE

From 232 coffee portions. Pricing from \$2072

The starting prices above are based on a naked cake with a small allowance for flowers. Delivery has not been factored in. All of our quotes will include an allowance for fresh flowers, delivery to your venue/location and 30 minutes on site to set up.

THE T's & C's

> LEAD TIME/BOOKING TIMEFRAME

A minimum of 8 weeks notice is required for all cakes. Cakes can be booked up to 18 months in advance

> BOOKINGS/CANCELLATIONS

Formal quotes are valid for 14 days from the date of issue.

Upon paying your deposit you are accepting our terms as outlined in pages 8, 9 and 10 of this document.

Bookings are secured once a 50% deposit is confirmed as received. Payment installations are available if required.

Payment is via direct transfer/pay pal. Cancellations must be made in writing no less than 6 months prior to your event date.

All cancellations are subject to a design and consultation fee and any reasonable loss in ability to re-book the date being deducted from your deposit, at our discretion. Final payments must be received no later than 2 weeks prior to your event date. When payment is not received within the specified timeframe, we reserve the right to terminate our agreement.

Dates may be re-scheduled around COVID guidelines and changes pending our availability without loss of deposit wherever feasible.

All bookings are subject to current COVID mandates, restrictions, permits and supply chain demands/availability.

> CONSULTATIONS/COMMUNICATION

Initial & final consultations are available via phone or video chat by appointment. Given the hands-on nature of our work, email is our preferred method of communication. This also ensures that finer details aren't lost in translation. Once a booking has been secured, we are open to phone consultations, facetime/skype calls in addition to email.

> DESIGN/FLAVOURS & CHANGES

Design/flavour/floral selection and any changes to original design/flavours must be received from you, in writing no later than 4 weeks from your event date, or a specific date requested by us in writing. Acceptance of any changes to original design and/or flavours by us are subject to our schedule, ability to accommodate your request and supplier deadlines. Additional costs may be incurred where design elements have been purchased in advance, you will be notified in writing should this occur. We reserve the right to make minor design changes where it is in the best interest of the cake – it's stability, integrity and overall aesthetic. Factors such as weather, availability of ingredients/supplies/flowers and/or delivery constraints may affect this. Should flavour selection, design elements and/or florals not be received from you in writing by the requested date, we reserve the right to terminate our agreement without refund.

THE T's & C's.. continued

➤ DELIVERY/SETUP

Where pickup is requested, a date, time and address for pickup will be arranged with you.

For pickups, our liability ends immediately upon your cake leaving our premises.

Delivery is available for tiered cakes at our discretion and for an appropriate fee based on time/kms of our round trip. Suitable, easy access, proper roads/driveways and parking, preferably within a loading dock must be available. Your cake must be stored as per the instructions that accompany your cake.

We will not be held responsible for cakes that are stored against our instructions or where our cake is damaged or tampered with once placed in position by us at your venue. Photos & video are taken of each cake delivered prior to us leaving. In the event of an unforeseeable accident on the day of your delivery, you acknowledge that your goods may be modified to allow your event to proceed with minimal disruption.

Sugablossom Cakes will not be held responsible for events unforeseeable at the time of entering into an agreement with you which are beyond our control. These events include but are not limited to accident/injury/serious illness/fire/theft/natural disasters. See also, *force majeure* on page 10 of this document

Should any object be placed on our cake without our knowledge or consent, Sugablossom Cakes voids ALL liability for the food safety, structural integrity, damage and overall appearance of the cake. Cake tables and/or cake stands must be sturdy, in pristine condition and level. Cake stands must be able to accommodate the full weight of the cake without question.

➤ PHOTOS/IMAGES

Sugablossom Cakes reserves the right to use and publish any photos and/or video of your cake for use by us for social media, website, marketing, promotion, advertising, media related requests. Any requests to withhold your name and./or venue details will of course be honoured to respect your privacy.. Please advise us of this in writing prior to your event date.

➤ CAKE STANDS

Cake stands and cupcake towers are no longer available for hire

➤ ALLERGIES/INTOLERANCES

Our cakes are baked in a kitchen where gluten cross contamination can occur. Unless otherwise specified, our products may contain traces of dairy, nuts, soy, gluten. Certified Gluten Free/Allergy Free Kitchens require additional certification. We do not operate a certified gluten free/allergy free kitchen.

THE T's & C's... continued

➤ FORCE MAJEURE

Force Majeure means any event beyond the reasonable control of a party which prevents or impedes the performance of that party's obligations under the *Contract*, including, but not limited to:

- (a) power failure;
- (b) strikes;
- (c) labour disputes;
- (d) wars or acts of terrorism;
- (e) shortage of materials or transportation;
- (f) government regulation;
- (g) fire or acts of god;
- (h) viral outbreak, pandemic or epidemic illnesses and the effects thereof;** and
- (i) any occurrence which could not have been reasonably foreseen by the party seeking to rely on such occurrence and was not the fault of the party seeking to rely on the occurrence

Force Majeure Suspension of Obligations

If a party is unable, wholly or in part, by reason of *Force Majeure*, to carry out an obligation under the *Contract* and that party:

- (a) notifies the other party within 5 business days of the force majeure with details of the cause and, to the extent known, the likely extent to which it will be unable to perform or be delayed in performing that obligation;
- (b) states in such notice that it is seeking the benefit of this clause;
- (c) uses all reasonable diligence to avoid, remove and mitigate the effect of the *force majeure*; and
- (d) has not caused the force majeure,

then, except as otherwise as provided for in the *contract*, that obligation is suspended to the extent that it is affected by *force majeure*.

Sugablossom Cakes and all parties in ownership and/or employment of Sugablossom Cakes has no entitlement or liability for;

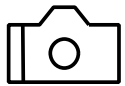
- (a) any costs, losses, expenses or damages incurred as a result of a *force majeure*; or
- (b) payment or refund of any part of the *Contract* sum relating to the performance of an obligation that has been suspended by reason of *force majeure*

***"Contract"* as stated within this *force majeure* refers and applies to the acceptance of our quotation by payment of deposit, thus, accepting and agreeing to our terms of service as outlined in pages 8, 9 and 10 of this document.



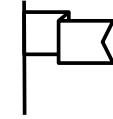
CONTACT

Sugablossomcakes.com.au
michelle@sugablossomcakes.com.au
0417 230 669
(no quote requests by phone)



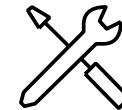
SOCIAL

Instagram/sugablossomcakes
Facebook/sugablossomcakes



FIND US

Camden NSW 2570
All consultations via Video or Phone Chat



IMPORTANT STUFF

ABN 98 105 150 442
Food Safety Certified
Insured
Registered Kitchen
Covid Safety Cert Compliant
Full Time Cake Maker