New Directions in Wedding “Cake” Sales

Lynn Schurman C.D. Cold Spring Bakery
Yesterday’s Bride
Today’s Bride
Who are Today’s Brides?

- 70% are Millennials—born between 1979–2000
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- Ideas—Pinterest
Who are Today’s Brides?

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- Ideas—Pinterest
- Answers—Google
Who are Today’s Brides?

- 70% are Millennials– born between 1979–2000
- Pinterest
- Google
- Include the groom in the planning
Who are Today’s Brides/Grooms?

- 70% are Millennials—born between 1979–2000
- Pinterest
- Google
- Include the groom in the planning
- May include same sex couples
What do they expect from us?

They value authenticity
  – they want to connect with a real person with no gimmicks or insincerity
What do they expect from us?

They want to be involved with us—Facebook, Instagram, Twitter, helping design their cake.
What do they expect from us?

They want unique options – beyond cake.
What do they expect from us?

They want experiences– the wedding appointment, the delivery, the interaction of the guests when the “cake” is served
What do they expect from us?

Unique options for displaying and serving their wedding desserts
What do they expect from us?

They want timely information—24–7
How are we meeting the expectations of today’s brides at the Cold Spring Bakery?

- Changing how we work with wedding couples
- Web site— as much info as possible
- Interaction— Facebook, Bridal Shows, Instagram
- Options— we do “Wedding Desserts”
- Experiences— tasting, dessert tables
If you have questions, contact me at Lynn@coldspringbakery.com

Thanks for attending