

New Directions in Wedding “Cake” Sales

Lynn Schurman C.D. Cold Spring Bakery

Yesterday's Bride



Today's Bride



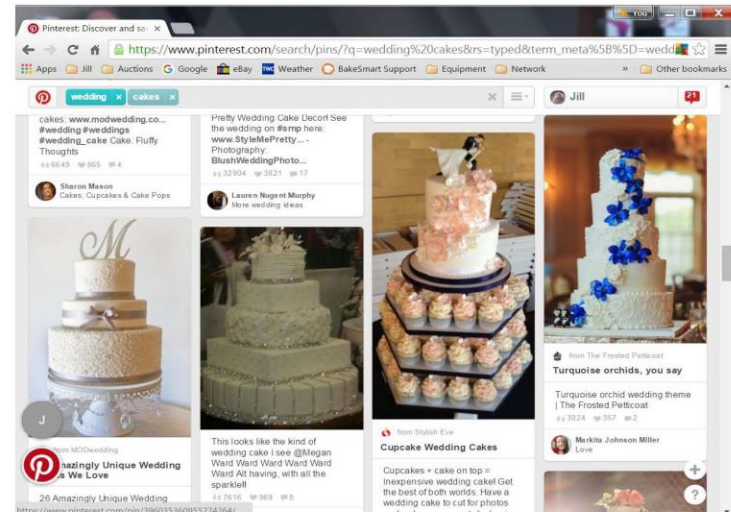
Who are Today's Brides?

- ▶ 70% are Millennials—born between 1979–2000



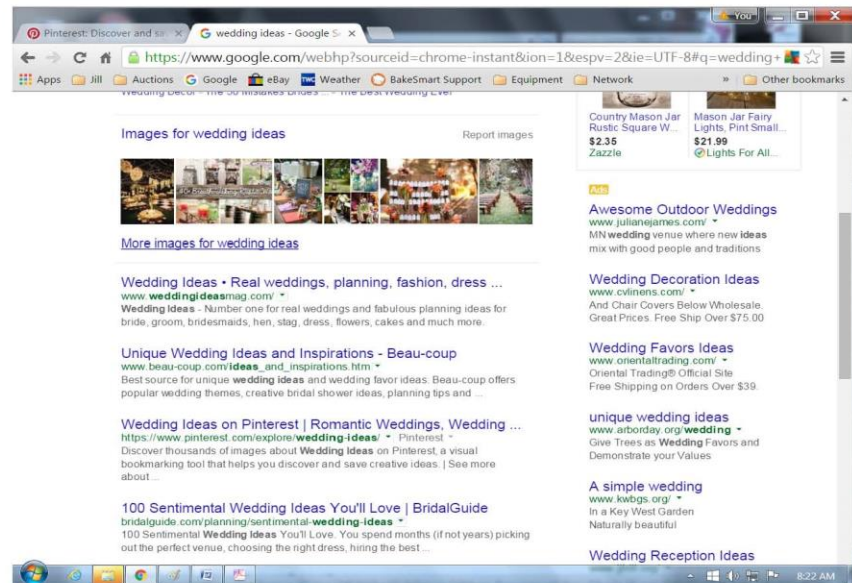
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Who are Today's Brides?

- ▶ 70% are Millennials—born between 1979–2000
- ▶ 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?

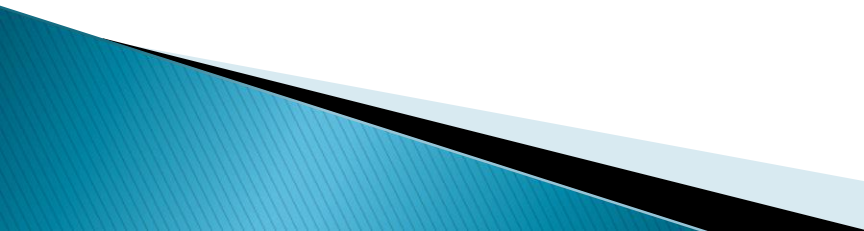
Unique options for displaying and serving their wedding desserts



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
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- ▶ If you have questions, contact me at Lynn@coldspringbakery.com
- ▶ Thanks for attending

