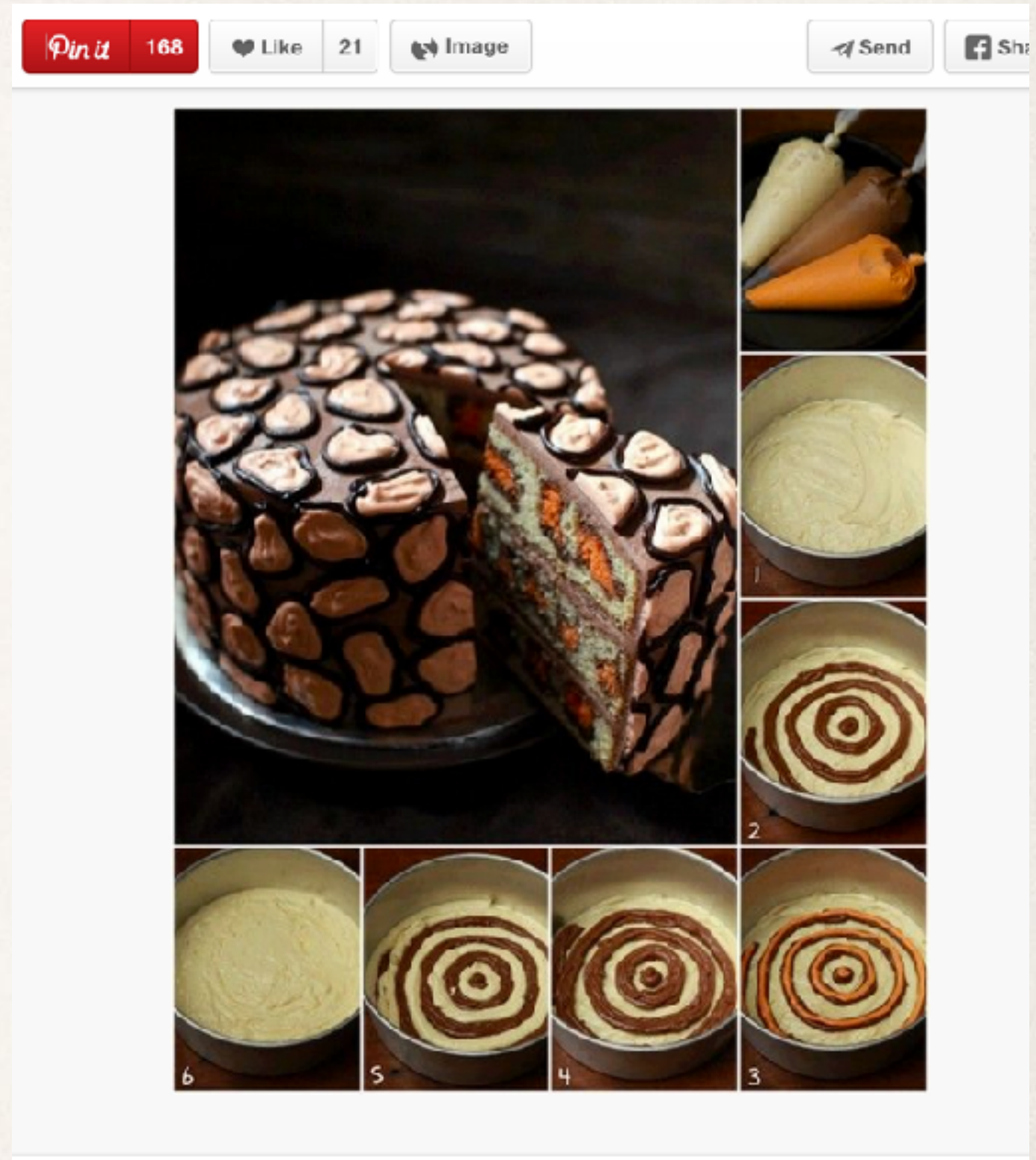


Pinterest and Profitability

Getting Control of the Cake Ordering Process

Beth Fahey



What do we love about Pinterest?

- ❖ Great idea generator
- ❖ Tutorials often linked to photos
- ❖ Foretells cake trends
- ❖ Spy on the competition
- ❖ Way to up-sell cakes

What don't we love about Pinterest?

- ❖ Difficult to price
- ❖ Often a DIY project
- ❖ The unknown: first-time order
- ❖ Production log jam
- ❖ Unrealistic time-frame
- ❖ Unrealistic budget

You are in control

- ❖ Identify time wasters in your bakery
- ❖ Establish what you are willing to do - and what you are NOT willing to do
- ❖ Funnel at the inquiry stage
- ❖ Have the right tools for pricing
- ❖ Tips on using processes and technology to your advantage

Time is Money

Identify time-wasters

- ❖ Observe your staff (or yourself) with a time study
- ❖ Get an idea of how long it takes to respond to emails
- ❖ Designate a specific amount of time for consultations
- ❖ Observe how long it takes to put in an order
- ❖ Time different staff members
- ❖ What happens after the customer leaves?



Ingredients Cost: \$55.99
 Direct Labor: \$146.23
 Overhead Contribution: \$122.40
 Total Direct Cost: \$324.62

“Jamie”



Ingredients Cost: \$ 55.99
 Direct Labor: \$227.87
 Overhead Contribution: \$183.60
 Total Direct Cost: \$467.46

“Something Blue”



Ingredients Cost: \$76.23
 Direct Labor: \$494.99
 Overhead Contribution: \$374.00
 Total Direct Cost: \$945.22

“Danielle”

Wedding Cake Labor Time Study

	"Jaime"	Pay Rate	Labor Cost	"Something Blue"	Pay Rate	Labor Cost	"Danielle"	Pay Rate	Labor Cost
Task	(time)			(time)			(time)		
Initial Inquiry/ Consultation	0.50	\$15.00	\$7.50	0.75	\$15.00	\$11.25	1.50	\$23.00	\$34.50
Taking Order	0.25	\$15.00	\$3.75	0.25	\$15.00	\$3.75	0.50	\$15.00	\$7.50
Computer Entry	0.25	\$15.00	\$3.75	0.25	\$15.00	\$3.75	0.25	\$15.00	\$3.75
Subsequent Communication	0.25	\$14.00	\$3.50	0.50	\$14.00	\$7.00	1.50	\$14.00	\$21.00
Baking	2.00	\$40.00	\$80.00	2.00	\$40.00	\$80.00	2.00	\$40.00	\$80.00
Filling	0.33	\$14.00	\$4.62	0.33	\$14.00	\$4.62	0.66	\$14.00	\$9.24
Icing	1.00	\$17.00	\$17.00	1.00	\$17.00	\$17.00	1.50	\$17.00	\$25.50
Decorating	0.33	\$17.00	\$5.61	4.00	\$20.00	\$80.00	12.00	\$23.00	\$276.00
Checkout/Delivery	1.00	\$17.00	\$17.00	1.00	\$17.00	\$17.00	2.00	\$17.00	\$34.00
Follow Up	0.25	\$14.00	\$3.50	0.25	\$14.00	\$3.50	0.25	\$14.00	\$3.50
TOTAL	6.16		\$146.23	10.33		\$227.87	22.16	\$15.00	\$494.99

This is an example of a time study for three different wedding cakes. Notice that the time it takes to bake and fill the cakes are virtually the same in each case. Many factors can influence the time that it takes to perform each task, but let's assume that you have a well-trained staff and your bakery runs with a certain amount of efficiency.

In the case of "Jaime", the bride was very easy. Her consultation was very straightforward and all other aspects - baking through delivery - went as planned.

"Something Blue's" bride took a little more time in the areas of consultation, communication and decorating, so the labor costs for this cake are a little higher. An beginning cake decorator was used in both "Jaime" and "Something Blue".

"Danielle" is an example of a high-end cake with an equally time-consuming client. The consultation, in this case, lasted over two hours with a higher-paid decorator. There was a great deal of communication with the bride following the booking, and the decorating had to be done by the most experienced decorator because the design included fondant lay-ons, painting, and sugar roses.

The Sales Funnel

The Showroom

- ❖ Set specific duration times for wedding, shaped, and standard cake consultations
- ❖ Have a script for consultants to follow
- ❖ Provide visual guides for customers
- ❖ Make pricing info easy to understand and accessible
- ❖ Make appointments whenever possible
- ❖ Should you charge for consultations?



Order Guides

- ❖ Sales Process
- ❖ Cake Structures
- ❖ Flavors and fillings
- ❖ Cupcake towers
- ❖ Dessert Bars



bakery & café

The Wedding Guide Book

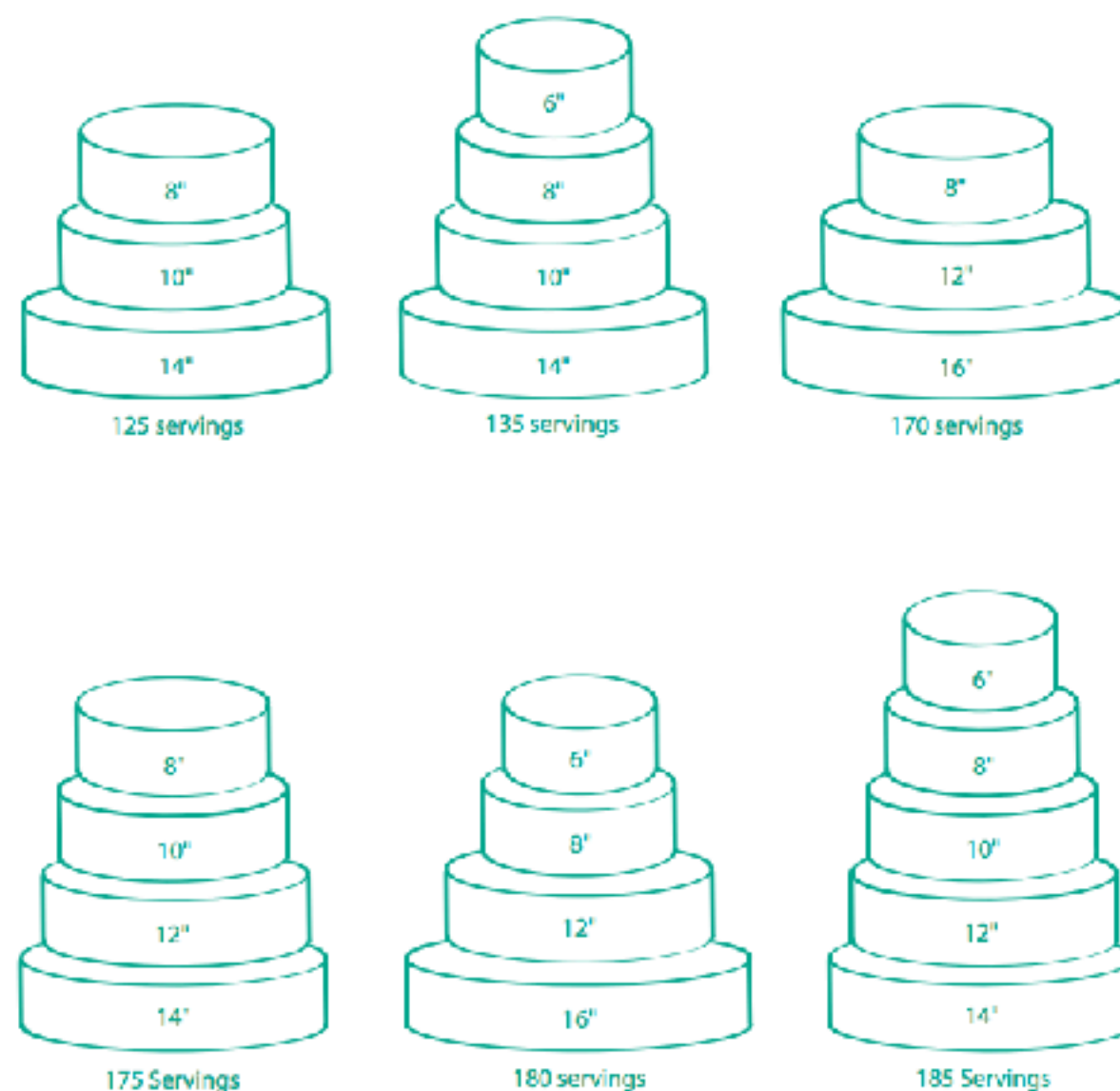


Round Wedding Cake Structures

● Choose a structure according to the amount of servings that you'll need.



Round Wedding Cake Structures



How much should I order? The rule of thumb is to order 80% of your maximum guest count. Extra servings can be added 2 weeks in advance of your wedding, if needed.

Flavors & Filling Suggestions



Mix it up!

If you can't decide between some of the available combos, no problem! You can have different flavors in your cake. For example, the top tier could be chocolate cake with chocolate mousse filling, and the next tier could be banana cake with hazelnut mousse, filling and so on...



Confetti Cake:

Our favorites are orange, raspberry, and lemon. Chocolate and hazelnut are also quite good.



White Cake:

Goes with just about everything. The most popular mousse fillings are chocolate, strawberry, and raspberry.



Chocolate Cake:

Chocolate, raspberry, white chocolate, Irish cream, vanilla bean, mocha, chocolate mint. For something totally different, try the orange mousse.



Chiffon Cake:

Our favorites are lemon, raspberry, key lime, and orange. Chocolate and hazelnut are also quite good.

Flavors & Filling Suggestions



Red Velvet:

Cream cheese is traditional, but is not always a good choice for wedding cakes because of the length of time that wedding cakes are displayed. We like white chocolate mousse the best, but vanilla bean, raspberry, and strawberry are nice, too.



Yellow Cake:

Strawberry and chocolate make for all-around favorites. Like the white cake, it goes with just about everything. Yellow is a little bit richer, kind of like a Twinkie. Fresh strawberries added to strawberry mousse is like a very summery strawberry shortcake-like cake.



Banana Cake:

Chocolate, strawberry, and hazelnut go best with our moist banana cake (made with fresh bananas). If you want to replicate the flavors of our popular "fudgy monkey" cupcake, go with banana mousse and fudge filling.



Carrot Cake:

As with red velvet cake, cream cheese is traditional, but we like the way vanilla bean, white chocolate, hazelnut, or pineapple go with the warm spices and sweet raisins in the carrot cake.

Cupcakes



Cupcake Stands

If you'd like, we'll provide a white metal stand or a disposable stand for your cupcakes that comes in either silver, gold, or white. The amount of tiers can be adjusted according to the look that you want, and the number of cupcakes that you'd like to display. Check with a consultant for stand and set-up pricing.

Cupcake Flavors

- ① White
- ② Chocolate
- ③ Red Velvet
- ④ Yellow
- ⑤ Banana
- ⑥ Carrot
- ⑦ Confetti

Custom decorations and ribbon-edged boards are also available for an extra charge, which varies according to your choice.

Mousse Fillings

Strawberry ① Chocolate ① Vanilla Bean ① Raspberry ① Banana ① Lemon Orange ① Coconut ① Lime ① Mocha ① Hazelnut ① Pineapple ① Irish Cream ① Key Lime ① Peanut Butter ① Chocolate Mint ① White Chocolate

Our signature Buttercream Icing is included!

Gourmet Icing (add variable charges):

- ① dark chocolate ganache* ① fudge ① chocolate buttercream ① cream cheese*
- ① flavored buttercream ① fondant ① high star tip buttercream *display time limited to 2 hrs.†

Topping Options

- Nonpareils
- Sprinkles
- Sanding Sugars
- Chocolate Curls
- White Chocolate Curls
- Edible Glitter
- Flowers*
- Monograms*
- Edible Pearls*

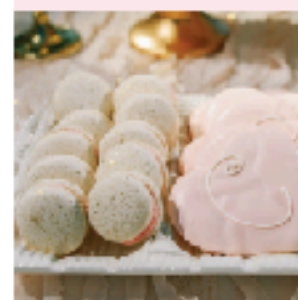
There are more custom options! Just ask if you'd like something else.

*additional charge

Sweet Little Treats

Whether you're planning on treating your guests to a sweet table, edible favors, or centerpieces, we have plenty of dessert options to choose from, many of which can be customized to match your wedding theme. They're also a great option for your rehearsal dinner or wedding shower!

Macarons & Custom Cookies



Macarons and Custom Cookies are great options if you'd like personal touches, such as monograms.

Chocolate Dipped Pretzels



Chocolate Dipped Pretzels can be customized to coordinate with your wedding colors.

Mini Cupcakes



Mini Cupcakes are a fun alternative, and are available in a variety of flavors and colors.

Mini Pastries



We have a delicious selection of Mini Pastries to choose from. They're just the right size for an after meal treat!

Chocolate Dipped Strawberries



What could be more romantic than Chocolate Dipped Strawberries? These can be customized in your choice of colors.

Cookies by the Pound



Everybody loves Cookies! We have a great selection in a variety of flavors to choose from.

Brownie Pops



Brownie Pops are great as favors, and can be decorated in your choice of colors and toppings.

Rice Krispie Pops



Rice Krispie Pops are fun to eat, and can be dipped and decorated in your choice of colors.

How much should I order? The rule of thumb is to order 80% of your maximum guest count. Extra servings can be added 2 weeks in advance of your wedding, if needed.

Your Digital Storefronts

- ❖ Pinterest, Flickr
- ❖ Wedding Wire, The Knot
- ❖ Facebook, Twitter, Instagram
- ❖ Yelp!, TripAdvisor





Creative Cakes - Tinley Park

February 2009
Member Since

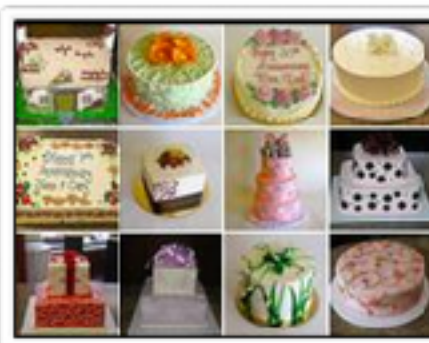
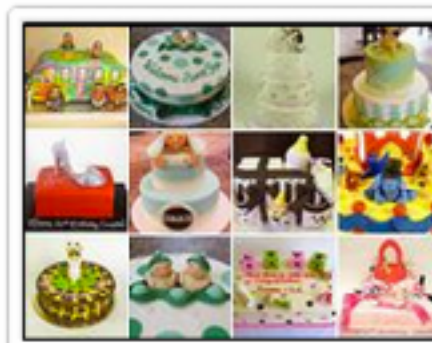
Photostream

Albums

Favorites

Creations

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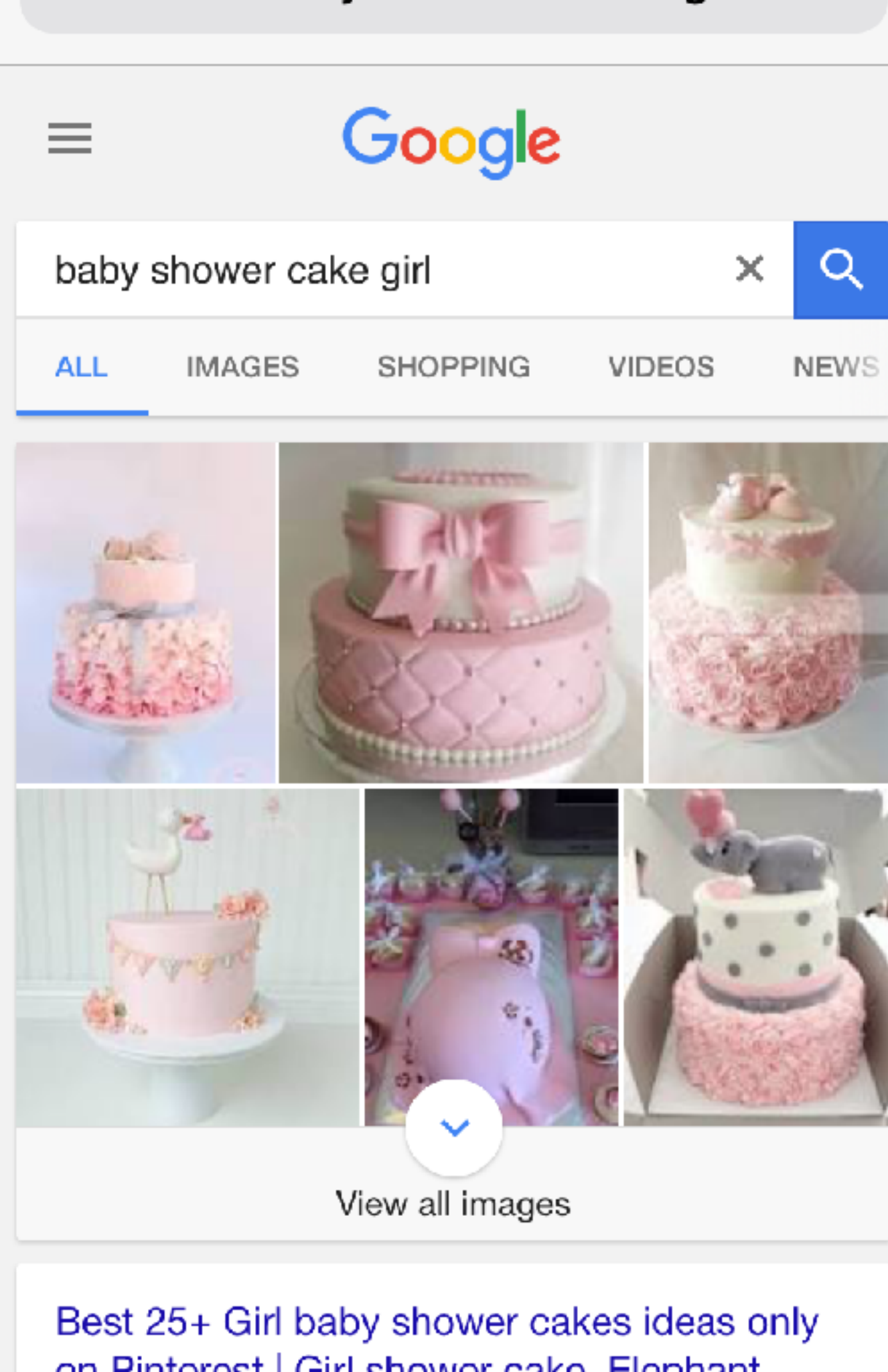
**Sugar Embellishments**2 albums | [Edit Mosaic](#)**Anniversary Cakes**1 album | [Edit Mosaic](#)**Birthday**5 collections | [Edit Mosaic](#)**Baby Shower**4 albums | [Edit Mosaic](#)**Cookies**1 collection | [Edit Mosaic](#)**Cupcakes**5 albums | [Edit Mosaic](#)**Fondant Figurines**1 album | [Edit Mosaic](#)**Groom's Cakes**1 album | [Edit Mosaic](#)


Creative Cakes' Flickr Page




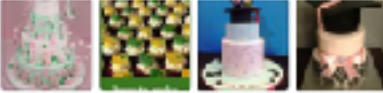
The World


- ❖ Top customer search tools: Google and Pinterest, NOT your website
- ❖ The customer's phone




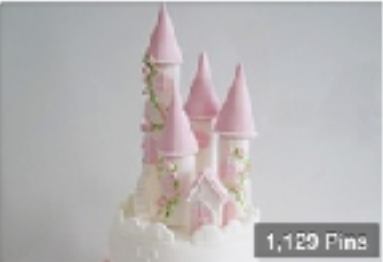

Pat Korn
Follow


Graduation cakes

253 Pins



Follow


Favorite Cakes

2,709 Pins



Follow

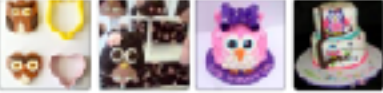
Castle Cakes

1,129 Pins



Follow

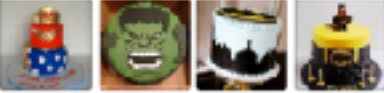
Fairy/Fairy Tale Cakes

1,336 Pins



Follow


Owl Cakes

1,252 Pins



Follow

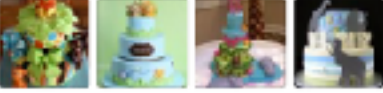
Super Hero Cakes

686 Pins



Follow


Dragon Cakes

814 Pins



Follow

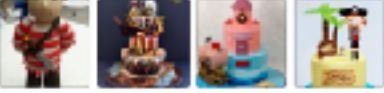
Jungle/Zoo/Africa Cakes

671 Pins



Follow


Wonderland Cakes

618 Pins



Follow

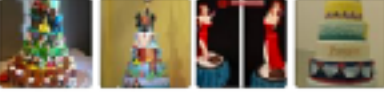
Pirate Cakes

635 Pins



Follow

Princess Cakes

928 Pins



Follow


Disney Cakes

1,551 Pins



Follow


Farm/Western/Horse Cakes



[interest.com/momkorn/castle-cakes/](https://www.pinterest.com/momkorn/castle-cakes/)

Beach and Sea Cakes


Put a Bird on It! Cakes

1,716 Pins

Noah's Ark Cakes

159 Pins

Paisley Pan Cakes

61 Pins

Peacock Cakes

449 Pins

An Avid Pinterest User

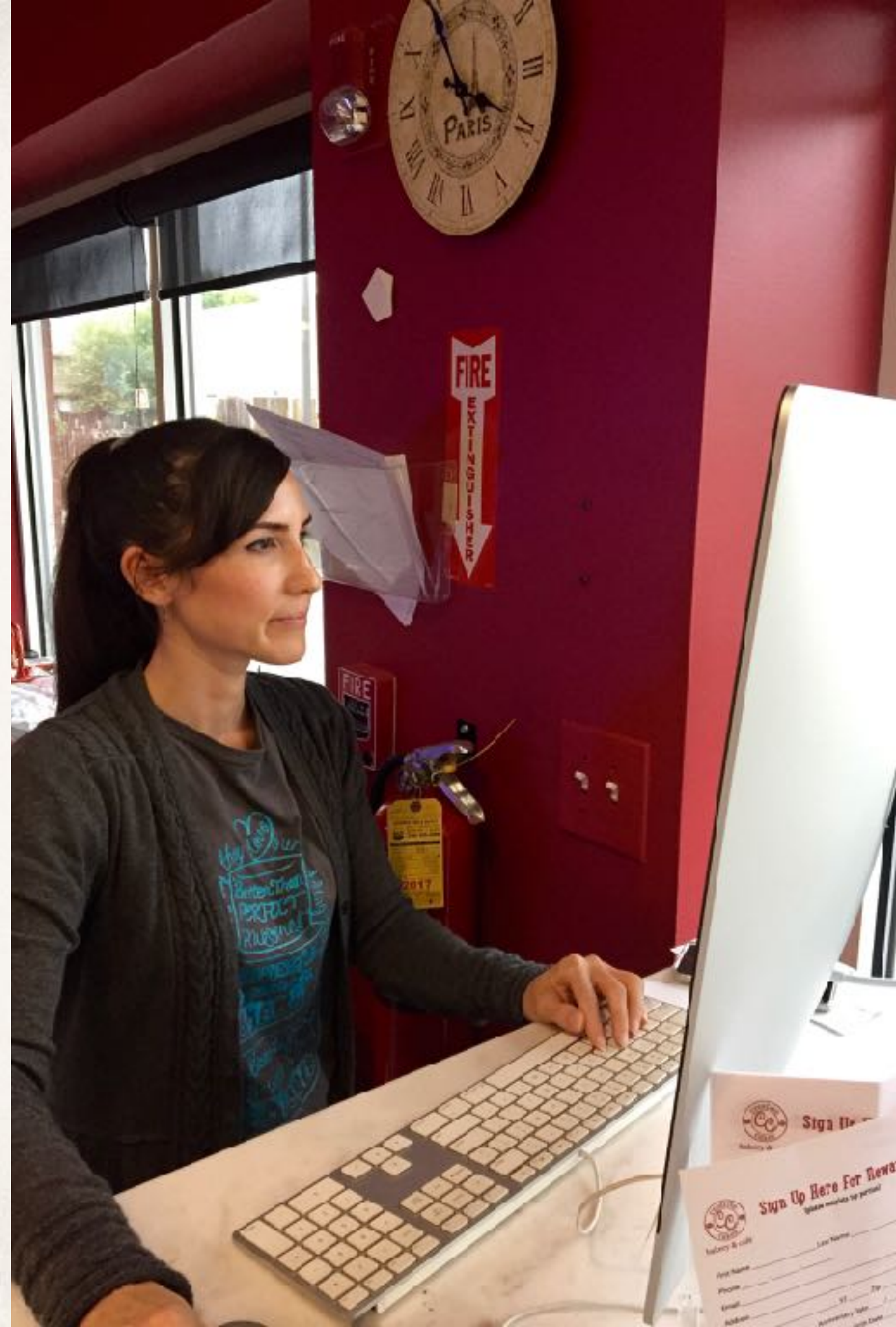
Phone inquiries

- ❖ Have pricing info next to every phone
- ❖ Set parameters for duration of calls: redirect whenever possible
- ❖ Code your photos
- ❖ Computers near phones
- ❖ Ask them to come in - if they are willing



Email Inquiry

- ❖ Price quotes through email
- ❖ One “voice” - have staff members sign emails
- ❖ “Request a Quote”: use a form to qualify quotes
- ❖ Auto-responders
- ❖ Form letters
- ❖ Redirection: appointment, quote, or sale



Tool Box

- ❖ Website: Request a Quote form
- ❖ Custom Cake Quote Form
- ❖ Order Guides
- ❖ Appointment Book
- ❖ Pricing Binder
- ❖ Existing Quotes Binder
- ❖ Flickr
- ❖ iPads
- ❖ Pinterest / Flickr on iPads
- ❖ ZipWhip Texting
- ❖ Adobe Acrobat or DocuSign
- ❖ Bakesmart POS

Request a Quote From Creative Cakes

Type of Request *

Wedding

Name *

Email *

Phone

Expected Number of
Guests *

Pickup Date *

Pickup Time *

08:00

AM

Recommended
Budget *

\$25-\$50

How Did You Hear
About Us?

File

Choose File No file chosen


Accepted file types: jpg, gif, png, pdf, tif, eps, jpeg.

Special Instructions:

Submit

Custom Cake Quote

- ❖ Customer fills out on their own while waiting
- ❖ Captures all customer contact info
- ❖ Asks about budget
- ❖ Encourages decisions about cake size, flavors and fillings
- ❖ May remain as a quote, or get attached to an order



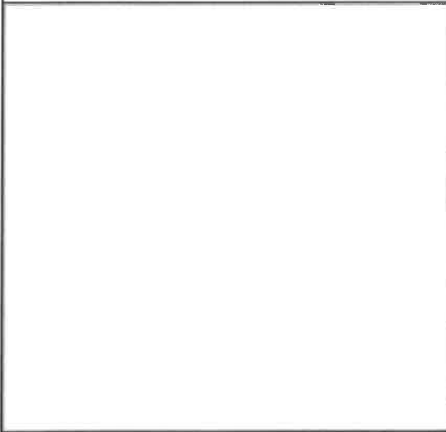
**creative
cakes**
bakery & café

Creative Cakes Bakery & Café
 16649 Oak Park Ave. Tinley Park, IL 60477 • 708-614-9755
 CreativeCakesBakeryAndCafe.com

CUSTOM CAKE QUOTE

Name: Jane Smith Date Needed: 12/1 Time Needed: 12:00
(First) (Last)
 Phone: 708-555-1212 Guest Count: 40
 Email: jsmith@email.com Budget: \$ 125 Returning customer? ☒ Yes ☐ No

CAKE: ☐ Round ☐ Sheet ☐ Tiered ☐ Shaped How many servings? _____

PHOTO/SKETCH	ICING	SIZE/SHAPE	CAKE FLAVORS	FILLING	
		/			Base Price: \$ _____
		/			Filling: \$ _____
		/			Icing: \$ _____
		/			_____ : \$ _____
		/			_____ : \$ _____
		/			_____ : \$ _____
		/			_____ : \$ _____
		/			Subtotal: \$ _____
		/			Tax: \$ _____
		/			Setup: \$ _____
		/			Delivery: \$ _____
		/			TOTAL: \$ _____

Detailed Description: _____

Need to order by: _____ Date of initial quote: _____ Salesperson Initials: _____

☐ **I approve of the pricing and description as quoted.***

Customer Signature: _____ Date: _____

*NOTE: Any changes in the original quote may result in a change in price.

Custom Cake Quote - in person

❖ Detailed quote with itemized pricing

❖ Sketched design

❖ As much detail as an order

❖ Concrete order by date

❖ Salesperson's initials



bakery & café

Creative Cakes Bakery & Café
16649 Oak Park Ave. Tinley Park, IL 60477 • 708-614-9755
CreativeCakesBakeryAndCafe.com

CUSTOM CAKE QUOTE

Name: Jane Smith Date Needed: 12/1 Time Needed: 12:00
(First) (Last)
Phone: 708-555-1212 Guest Count: 40
Email: jsmith@email.com Budget: \$ 125 Returning customer? ☒ Yes ☐ No

CAKE: ☐ Round ☐ Sheet ☒ Tiered ☐ Shaped How many servings? _____

PHOTO/SKETCH	ICING	SIZE/SHAPE	CAKE FLAVORS	FILLING
	White Fond.	6 R	White	Rasp. M.
	White Fond.	10 R	White	Rasp. M.

Base Price: \$ 240.00
Filling: \$ ✓
Icing: \$ 40.00
shoes: \$ 40.00
rattle: \$ 20.00
-----: \$ _____
-----: \$ _____
Subtotal: \$ 340.00
Tax: \$ 7.65
Setup: \$ ✓
Delivery: \$ ✓
TOTAL: \$ 347.65

Detailed Description:

Baby shower - girl. Pink booties w/ white laces on top (fondant). Rattle in pink and mint green. Quilted fondant on top tier w/ pink and mint green pearls @ intersections. On bottom tier - random sized polka dots in pink and mint green. Pink beaded borders. Plaque in white: "Baby" in pink

Need to order by: 11/22 Date of initial quote: 11/15 Salesperson Initials: BF

☒ I approve of the pricing and description as quoted.*

Customer Signature: Jane Smith Date: 11/15/17

*NOTE: Any changes in the original quote may result in a change in price.

Custom Cake Quote - digital

- ❖ Same quote form; PDF with fields
- ❖ Faster to type
- ❖ Saved as PDF and emailed to customer
- ❖ Customer can “sign off” digitally
- ❖ PDFs kept in DropBox filed by month/year
- ❖ Printed copy kept in binder



bakery & café

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CUSTOM CAKE QUOTE

Name: Tricia Gage Date Needed: 10/31/17 Time Needed: noon
(First) (Last)
Phone: 708-833-0672 Guest Count: 40
Email: tsulick409@yahoo.com Budget: \$ 200 Returning customer? ☐ Yes ☐ No

CAKE: ☐ Round ☐ Sheet ☒ Tiered ☐ Shaped How many servings? 40

PHOTO/SKETCH	ICING	SIZE/SHAPE	CAKE FLAVORS	FILLING
	fondant	6"	any	
	fondant	10"	any	

Base Price: \$ 200.00
Filling: \$ 0.00
Icing: \$ 0.00
decor: \$ 80.00
Subtotal: \$ 320.00
Tax: \$ 7.20
Setup: \$ 0.00
Delivery: \$ 0.00
TOTAL: \$ 327.20

Detailed Description:
This cake is priced at \$8 per serving and includes all fees in picture. We also have a 30 serving 3 tiered size, which would be:

\$240.00. All other things are included, taxes and delivery are additional.

Need to order by: 9/30/17 Deposit amt req: full paym. Date of initial quote: 9/26/17 Sales Initials: hw

☐ I approve of the pricing and description as quoted.*

Customer Signature: _____ Date: _____

*NOTE: Any changes in the original quote may result in a change in price.

Binders

- ❖ Wedding Cake Estimates
- ❖ Pricing
- ❖ Delivery Schedule
- ❖ Custom Cake Quotes
- ❖ Cookie Shapes
- ❖ Donation Requests
- ❖ Rentals
- ❖ Wedding Contract Backup



[illegible]

It's Alive!!

- ❖ Document the life cycle of the order
- ❖ Do the same thing EVERY time
- ❖ Track all communications
- ❖ Attach photo references
- ❖ Check and recheck
- ❖ Sign-off at pick-up and delivery

Customer:	Hesser, Laurie	Order No.:	111061	
Phone No.:	708-557-4013	Required:	Sat, Oct 7, 2017	AM 09:00
	Pickup	Status:	Open - Order Taken	
		Taken By:	Melinda M	
		Notes:		

Description	Quantity	Price	Total
RND 10 2L	1	125.95	125.95

Icing: **BC CUSTOM TINT - cream/light tan (raw silk 826)** 3D Items: **Custom Modeling**
 Layer 1: **Yellow** All Artwork: **D Artwork**
 Filling 1: **Fr. Strw in Whipped Cream** All Edible Images: **EI SENT TO GMAIL**
 Layer 2: **Chocolate** Wired Items: **Number on Wire**

Inscription: **DIM DOM - DOMINIC - RAY - GRANDPA - DAD // Happy Birthday**
 Color: navy blue // dark red

Instructions: Vintage 90th Birthday. Tinted bc (raw silk 826); Top: standing metallic gold 90 in center, small 3d black hockey puck by 0 with small 3d football laying diagonally against it, HB center on either side of numbers, names around top separated by navy blue stars; Sides: EIs original Bears Logo, Original Hawks Logo, Vintage Italy Postcard, Modern Cruise Ship, & Army Portrait of birthday boy; freehand b/c deco to go with each EI; scattered dance steps with music notes (black)

Cake Price:	48.95	Icing Price:	7.00	Other Desc.:	
Flavor Price:	0.00	Decoration Price:	61.00	Discount:	
Filling Price:	9.00	Other Price:		Total Price:	125.95
Stacked By: <u>AS</u>	Location: _____	Total Servings:	20		
Iced By: <u>DP</u>	Location: _____				
Decorated By: <u>AS</u>	Location: _____				
Order Accuracy: <u>X</u>	Date: <u>9/21/17</u>				
Approval at Delivery/Pickup: _____	Date: _____				

Done Funk

RND 10 2L, Icing: **BC CUSTOM TINT - cream/light tan (raw silk 826)**, Layer 1: **Yellow**,
 Hesser, Laurie Sat, Oct 7, 2017 AM 09:00

Printed on Sep 21, 2017 at 1:44 PM

newFindFind All

Order #79074, Sean Hurst

en 10/11/2014 at 5:04 PM by Sean H.

Order DetailsShipping / DeliveryPaymentsStarsWedding

Change

Customer

Date Required: Sun, Oct 12, 2014

Time Required: AM 08:00

Web Order No.:

Company:

Name: Sean Hurst

Phone No.:

Email:

Pickup or Delivery:

Add Item To Order #79074

Special Order Line Item Details - Custom Cake

Item DetailsCake Book / Wedding DetailsProduction

Description: SHEET 1/2 2L

Quantity: 1

Options:

Notes:

Gift Message:

State Tax 6.75%?: ☐

State Tax 2.25%?: ☒

Municipal Tax?: ☐

Tier 1: SHEET 1/2 2L, serves 50

Cake Price: 80.95

Icing: Butter Cream

Layer 1: Yellow

Filling 1: Chocolate Mousse

Layer 2: Yellow

Inscription:

Lettering Color:

Decoration Color:

Other Instructions:

Gender:

Age Group:

Delete Item

Add Discount

Add Another Item

Close

Change Product

Select Options

Format Red / Bold

Edit Cake Options

Edit Decoration

Add Tier

Edit Cake Photos

Open - Order Taken

Edit Cake Details

Select Cake Decorations

Selected Cake Decorations

Name	Price

Category

Back <

2D Fondant Lay-ons

Airbrush

All Edible Images

All No Charge

3D Items

All Artwork

All Figurines

Animal Print

Decoration

Back <

A Artwork

F Artwork

B Artwork

G Artwork

C Artwork

H Artwork

D Artwork

I Artwork

E Artwork

J Artwork

View Inventory

Select From Photo

Edit Cake Option

BakeSmart POS

Checklist Manifesto

- ❖ Read the book. It will change your life.
- ❖ There is nothing wrong with calling the customer
- ❖ Confirmation calls on big \$ orders
- ❖ Use a checklist
- ❖ Red pens are awesome!

WEDDING CAKE CONFIRMATION CHECKLIST

	Task
<input type="checkbox"/>	Before calling double check that there is no remaining balance in BakeSmart.
<input type="checkbox"/>	Double check that flavors on contract match BS ticket.
<input type="checkbox"/>	Is wedding box checked? Make sure that the venue name and address match in BS.
<input type="checkbox"/>	Confirm Date and Guest Arrival Time. Ask "What time are the guests invited to arrive?"
<input type="checkbox"/>	Is the ceremony onsite?
<input type="checkbox"/>	Confirm Room Name
<input type="checkbox"/>	Is there a topper? If so, does it need support?
<input type="checkbox"/>	Are there flowers for the cake? If so, who is arranging? If CC, have we collected a fee?
<input type="checkbox"/>	Do we have a swatch for color-matching?
<input type="checkbox"/>	Are there any items we are waiting for? (i.e. brooches, ribbon, cupcake wrappers)
<input type="checkbox"/>	Are they serving the cake, or wrapping to go?
<input type="checkbox"/>	Do they need cake bags, or boxes?
<input type="checkbox"/>	Confirm the amount of guests their cake serves.
<input type="checkbox"/>	Remind them about their free anniversary tier 1 year later.
<input type="checkbox"/>	Do they need extra servings?
<input type="checkbox"/>	Is there a groom's cake? If so, is it a surprise?
<input type="checkbox"/>	Are there specific delivery instructions? (loading dock, back door)
<input type="checkbox"/>	Remind them of our delivery time (1-1/2 hours prior to reception GAT)
<input type="checkbox"/>	Are there any additional phone numbers we might need?
<input type="checkbox"/>	Is there additional set-up required? If so, whom is responsible for what?
<input type="checkbox"/>	If the bride says the hall is setting up, has the hall been called to verify?
<input type="checkbox"/>	Are there any rental items? If so, do we have a credit card on file?

Monday Morning Quarterbacking

- ❖ “What did we learn this week?”
- ❖ Every decorator has a red pen
- ❖ Flagging tickets for pricing errors - IP
- ❖ Flagging tickets for missing info, improvements needed
- ❖ Refining your tools - it's a constant process!

Beth Fahey

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To view slideshow: bethfahey.com

Wedding Cake Worksheet

- ❖ Guides the bride and groom through the decision-making process
- ❖ This is something they can take with them
- ❖ Note: no sketches or detailed pricing



Wedding Cake Worksheet

1. Choose a design that you like, or point out elements of a design that you like. The design is the way the icing is decorated on the outside of the cake. Try not to get side-tracked by the colors of the flowers or the structure of the cake. Any design in our books can be customized to your specifications.
 - ❖ Designs we like are named:

2. Choose a structure from the structure pages. It should come close to what you think you might need in terms of number of servings. You should have already decided if you are serving the cake for dessert or wrapping it for your guests to take home. We can help you estimate your guest count if you are unsure. Our amount of guests is likely to be: _____ and we are a) wrapping or b) serving (circle one) our cake.
3. Choose the flavors you like. Do you want to try some other cake flavors and fillings? No problem. Just ask.
 - ❖ We like these cake flavors and filling flavors:

4. Choose any additional items you want to decorate the cake. You can add fresh flowers, sugar flowers, ribbon, fondant bows, or a traditional cake topper to your design. We can provide as much or as little of these additional decorations as you need.
 - ❖ We would like to add these items to our cake:

5. Want to know how much it will cost? We'll be happy to provide you with an estimate – no strings attached.
 - ❖ The estimate for your cake is (your consultant can fill this part in):

6. Ready to book? We'll sit down together and go through all of the details, and write up a contract. Remember, in order to book, you must put down 25% of the final total of the cake.
7. If you are thinking of coming back at a later date, hang on to this worksheet and bring it back when you return. You will need to make another appointment, so call ahead. We will need to make sure we have a consultant available to write up your order. Thanks!

Beth

+ Add
Calendar

Promote
Reports
Dashboard
Customers
Settings

Oct 12 Sun

October-2014

S	M	T	W	T	F	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

CA
Cake Consultants (select)

CA
Cake Consultations (select)

Current Appointments

Customer Interface

Accept appointments on your website

Integrate Now

Nearly 70% of bookings are done on website

Day
Week
Month
Agenda
Quick Availability

Sun, Oct 12, 2014
Today

Creative Corner Staff
3

Wedding Consultant
3

8am

9am

10am

11am

08:00 AM
Kaitlin Nolan [Paid] : Wedding (Under 90 Guests)
(1 Hours) - \$25
Address : 16621 w adobe, Lockport, Illinois, United States (60441)
815-258-6626(M)

09:00 AM
Marisela Melchor [Paid] : Wedding (Over 100 Guests)
(59 Minutes) - \$25
Address : 7959 Brookside Glen Dr, Tinley Park, Illinois, United States (60487)
8152586128(M)

10:00 AM
Erica Corona [Paid] : Wedding (Over 100 Guests)
(59 Minutes) - \$25
Address : 18000 Hood Ave., Homewood, Illinois, United States (60430)
7082003370(M)

10:30 AM
Leslie McCormick : Birthday Cake
(22 Minutes) - \$0

11:00 AM
Angela Djurich : Birthday Cake
(22 Minutes) - \$0

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