



## Wedding Cake Design Guide

### Introduction

In preparation to your wedding consultation, we have put together this guide to help you understand the wedding cake design process. This guide showcases some of the options Bridal Cakes has to offer will help define your interests. We suggest you to look at our online galleries to see our broad range of cake designs and online to get an idea of what your ideal cake will look like. You can access our website at <http://www.bridal-cakes.com/>.

This guide is geared towards a wedding cake but some sections of this guide may be applicable to Occasion or Centerpiece Cakes.

### The Wedding Cake Design Process

When designing you 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, an estimated range. 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.

# Bridal Cakes

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.

**Other Large Setups:** We have a variety of more elaborate setups including pillars, side cakes, etc. Our larger setups serve 160 to 350 guests. Cake shapes depend on the setup.

\*Please See Cakes Setup Designs on page 8 for visual reference.

## Step 3: Frosting & Icing

The next step in designing your wedding cake is choosing the type of frosting 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, flavored, or chocolate. Flavored and 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.

### 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.

# Bridal Cakes

## **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**

Some 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:

### **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. For a decoration fee, we can decorate your wedding cake with fresh flowers of your choice. Flowers must be provided 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.

# Bridal Cakes

## **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. 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, but not limited to:

- 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
- 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. 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

### **Bridal Cakes**

3013 60th Street

Kenosha, WI 53144

(262) 654-3054

Email: [sales@bridal-cakes.com](mailto:sales@bridal-cakes.com)

# Bridal Cakes

## Cake Flavors & Fillings

### Standard Cake Flavors

- Chocolate
- Marble
- White
- Yellow

### Upgraded Cake Flavors

- Banana
- Carrot
- Red Velvet
- Spice

### Cake Flavors

- Cheese Cake\*
- Cherry Chip
- Pistachio

### Standard Fillings

- Custard
- Lemon
- Raspberry Preserve
- Strawberry Preserve
- Raspberry Mousse
- Strawberry Mousse

### Upgrade Fillings

- Cream Cheese
- Banana Cream
- Chocolate Mousse
- German Chocolate
- Mint
- Chocolate Chip Mousse

### Cream & Specialty Fillings

- Bailey's Irish Cream
- Cannoli
- Chocolate Fudge
- Chocolate Ganache  
(White or Dark)
- Hazelnut Cream
- Mocha
- Pistachio
- Salted Caramel

# Bridal Cakes

## 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)**

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**What types of frosting do you like?**

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

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

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**What types of cake flavors and fillings do you like?**

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**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?**

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**How would you like your flowers arranged on you cake?**

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

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

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**What upgrades are you interested in?**

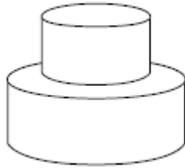
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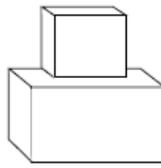
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# Bridal Cakes

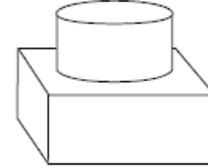
## Cake Setups



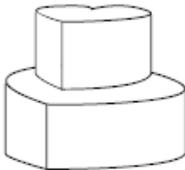
**Setup #1: Round Stacked**  
Serves: 40, 55, 85



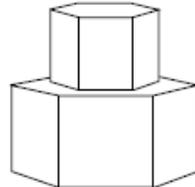
**Setup #2: Square Stacked**  
Serves: 32, 52, 72, 84, 124



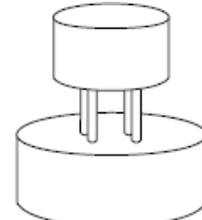
**Setup #3: Square-Round Stacked**  
Serves 34, 50, 80



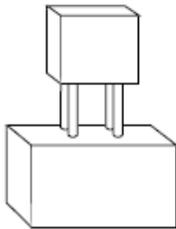
**Setup #4: Heart Stacked**  
Serves 26, 48



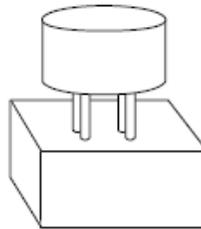
**Setup #5: Hexagon Stacked**  
Serves 27, 54, 83



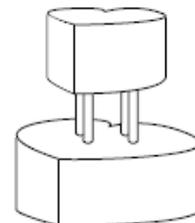
**Setup #6: Round Tier**  
Serves: 40, 55, 85



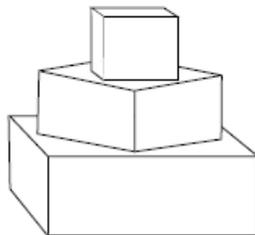
**Setup #7: Square Tier**  
Serves: 32, 52, 72, 84, 124



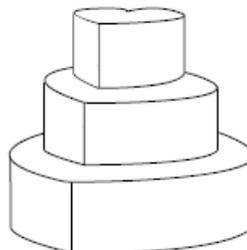
**Setup #8: Square-Round Tier**  
Serves 34, 50, 80



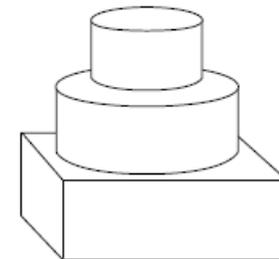
**Setup #9: Heart Tier**  
Serves 26, 48



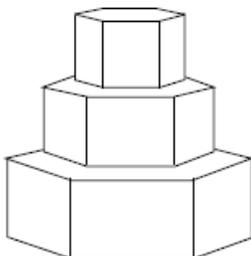
**Setup #13: Square Offset Stacked**  
Serves 92, 136, 196, 268



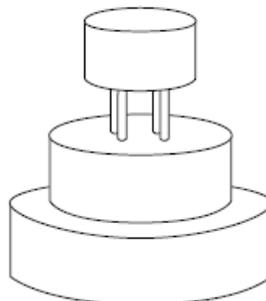
**Setup #14: Heart Stacked**  
Serves 66, 123



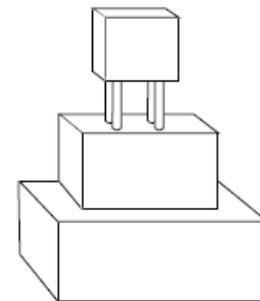
**Setup #15: Square-Round Stacked**  
Serves 90, 124, 177, 229



**Setup #16: Hexagon Stacked**  
Serves 72, 128



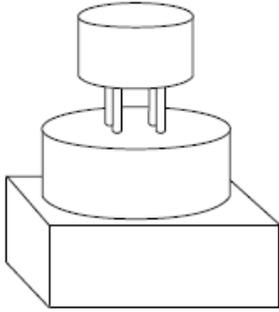
**Setup #17: 2x1 Round**  
Serves 80, 105, 130, 155, 170, 180



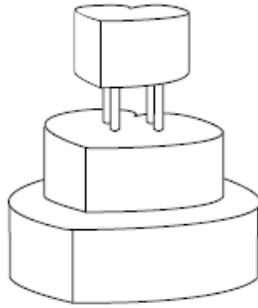
**Setup #18: 2x1 Square**  
Serves 92, 136, 196, 268

# Bridal Cakes

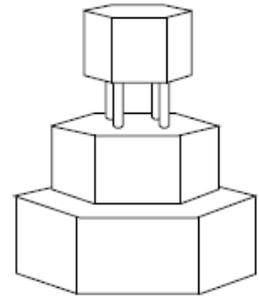
## Cake Setups



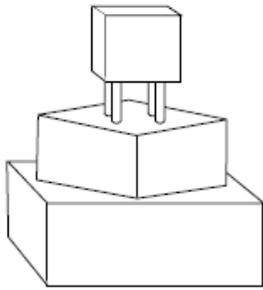
**Setup #19: 2x1 Square-Round**  
Serves 90, 124, 177, 229



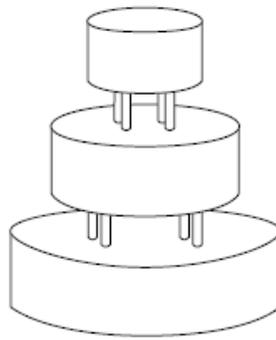
**Setup #20: 2x1 Heart**  
Serves 66, 123



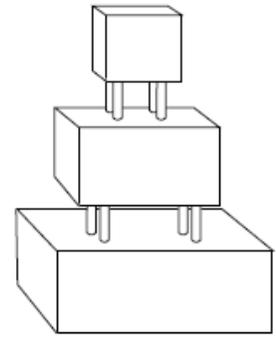
**Setup #21: 2x1 Hexagon**  
Serves 72, 128



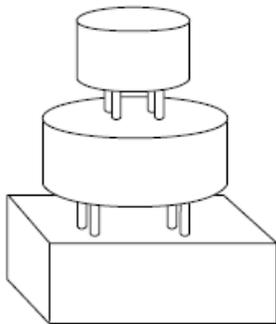
**Setup #22: 2x1 Square Offset**  
Serves 92, 136, 196, 268



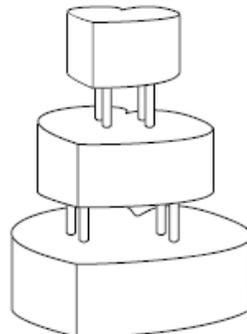
**Setup #23: Round Tiered**  
Serves 80, 105, 130, 155, 170, 180



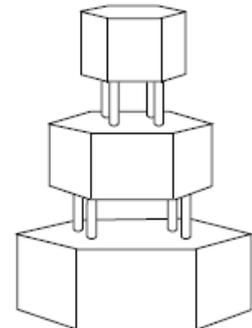
**Setup #24: Square Tiered**  
Serves 92, 136, 196, 268



**Setup #25: Square-Round Tiered**  
Serves 90, 124, 177, 229



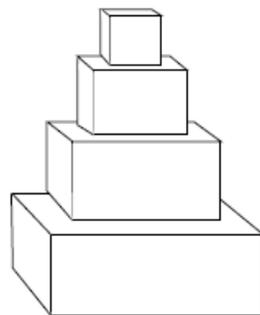
**Setup #26: Heart Tiered**  
Serves 66, 123



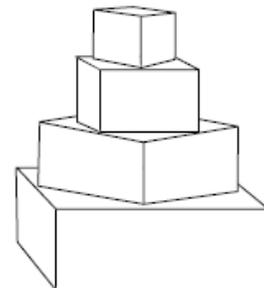
**Setup #27: Hexagon Tiered**  
Serves 72, 128



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



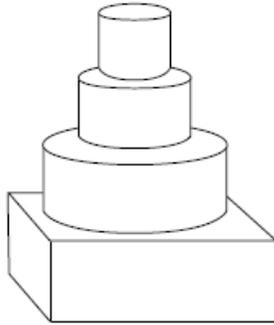
**Setup #32: Square Stacked**  
Serves 188, 204, 216, 236, 280



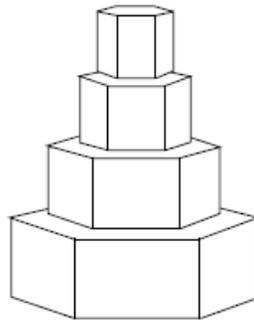
**Setup #33: Square Stacked Offset**  
Serves 188, 204, 216, 236, 280

# Bridal Cakes

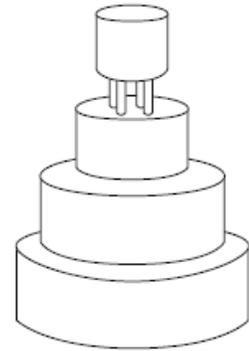
## Cake Setups



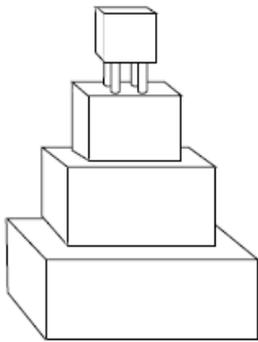
**Setup #34: Square-Round Stacked**  
Serves 164, 192, 217, 249



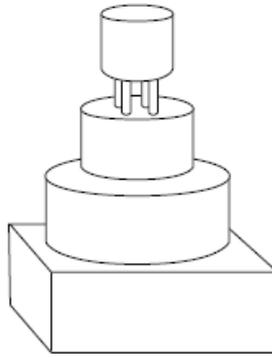
**Setup #35: Square-Round Stacked**  
Serves 164, 192, 217, 249



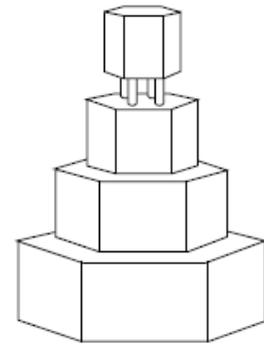
**Setup #36: 3x1 Round**  
Serves 170, 220, 250



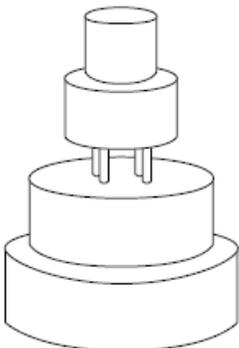
**Setup #37: 3x1 Square**  
Serves 188, 204, 216, 236, 280



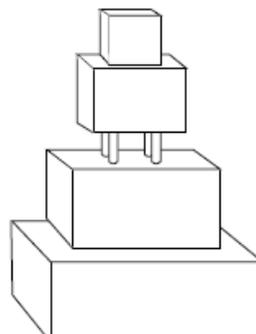
**Setup #38: 3x1 Square-Round**  
Serves 164, 192, 217, 249



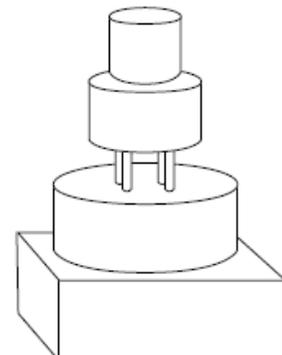
**Setup #39: 3x1 Hexagon**  
Serves 137



**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

# Bridal Cakes

## Piped Designs



**Design #1: Plain**



**Design #2: Scrolls  
(Upgrade)**



**Design #3: Swiss Dots**



**Design #4: Lilies of the Valley**



**Design #5: Combed**



**Design #6: Basketweave  
(Upgrade)**



**Design #7: Elegant Scrolls**



**Design #8: Three Ribbons  
(Upgrade)**



**Design #9: Ruffles**

# Bridal Cakes

## Piped Designs



**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**

# Bridal Cakes

## Piped Designs



**Design #19: Spring Roses**



**Design #20: Hearts**



**Design #21: Pinwheels**



**Design #22: Leaves**



**Design #23: Lattice  
(Upgrade)**



**Design #24: Ridged**



**Design #25: Squiggles**



**Design #26: Hearts & Scrolls  
(Upgrade)**

# Bridal Cakes

## Borders & Tinted Icing



**Border #1**



**Border #2**



**Border #3**



**Border #4**



**Tinted Base Color**

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



**Tinted Design Color**

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