

QUALITY  
**CAKE**  
*Company*

*Wedding  
Cake  
Guide*



A comprehensive guide to designing your wedding cake

# Hello...



We're Quality Cake Company! We are a family-run business based in Fazeley, Staffordshire, and have been making photo-worthy cakes for over ten years.

We pride ourselves on our attention to detail; quality is in our name and our work ethic. We work hard to ensure your cake is perfect. We have a 5 hygiene rating, we're fully insured and have a great team of cake makers with superb skills, meaning we can make a wide variety of cakes.

Our wedding cake guide is intended to cover the main aspects you'll need to consider when designing your perfect wedding cake. Including some top tips we have learned over the years.



If you want to see more of our cakes, we recommend you visit our website, we have lots of galleries showing our previous cakes, which is always good for ideas and inspiration.

[qualitycakecompany.com/wedding](http://qualitycakecompany.com/wedding)



# Designing Your Cake

We believe the most important cake of your life should be custom-made for you and not chosen from a catalogue. Your wedding cake is a representation of who you are. It reflects your style and wedding theme, it should be as unique as you are. We want your cake to be admired, talked about and photographed.



## Style and Theme

It is important to consider the style you're having at your wedding as this can also be applied to your cake. Here are some keywords to help with your search and give you a better idea of what you might like your cake to look like:

- |         |         |          |        |           |
|---------|---------|----------|--------|-----------|
| Elegant | Rustic  | Glamour  | Kitsch | Luxe      |
| Modern  | Bright  | Romantic | Fun    | Simple    |
| Formal  | Unique  | Arty     | Themed | Dark      |
| Wow     | Classic | Decadent | Grand  | Colourful |

Then apply this style to your wedding cake and look at cakes online, on our website or on apps like Pinterest. Pick out elements that you like, we can then help design something incorporating different aspects from the ones you've chosen, in colours of your choice, and use these to create the perfect bespoke cake for your big day.

## Ideas and Inspiration

We're happy to take ideas and inspiration from other cakes, but we want to create a truly beautiful cake that is memorable and unique. After all, you're not buying something off the shelf! A personal consultation is a great idea to chat through these ideas with us and bring your design together.



# Colour

A traditional white wedding cake looks absolutely stunning. The addition of different textures and decorative items can elevate a classic design.



These days, most couples tend to have a colour palette as part of their decor. Introducing colour into your cake helps tie your wedding theme together and looks equally beautiful.



# Flowers

Flowers are synonymous with wedding cakes, and most cakes have flowers on. We give all our couples the option of using sugar, silk or fresh flowers. Some cake makers insist on you having sugar flowers - we're not those cake makers.

**It is your day, your budget and your choice!**

For more information about flowers, see our blog

*Scan me*



[qualitycakeco.com/flowers](https://qualitycakeco.com/flowers)



## *Sugar Flowers*

Sugar flowers are stunning and weddings are the one time in your life when you splurge and go for options you might not usually have. They are the most expensive and the variety of flowers available is more limited, but they match the overall finish of the cake.



## *Fresh Flowers*

Fresh flowers are the most naturally beautiful, as they are the real deal. You can match them to your venue flowers as well as your bouquet. There are lots of options, types and colours available. You will need to be aware of seasonality and some flowers are too toxic to go on cakes.



## *Silk / Artificial Flowers*

Silk flowers are the most budget friendly. They come in a huge variety of colours and types of flower. Meaning, if you want bright blue roses, silk flowers make this possible. This option gives you the most choice and you do not have to worry about flowers being out of season.

# Size Matters

Traditionally, each wedding guest is served a piece of cake as it is considered **good luck**. So when thinking about your wedding cake you'll need to consider how big it needs to be.

You also need to be realistic, **if you have 150 guests, a two-tier cake just won't be big enough**. Similarly, if you are having a more intimate wedding, but want a wow factor cake, we can always add artificial tiers to make it appear larger.

We can create cakes in all shapes and sizes, and we work with our couples to get the perfect number of portions as well as the right number of tiers, and different height tiers to suit the style and design.

Below are examples of our most popular cake sizes and a brought estimate of the number of portions you would get, where each tier is approx 5 inches tall and contains three layers of sponge cake.



## Two-tiers

Two-tier cakes generally serve between 35 - 45 guests.

## Three-tiers

One of our most popular options, three-tiers can serve between 55 - 90 depending on which size tiers you have.



## Four-tiers or more

Four-tiers or more will serve 100+ guests.



## Extra tall tiers

Adding an extra layer of sponge to your tiers make them tall and contemporary, and increase the number of portions.

## Short tiers

Removing a layer of cake will look more traditional. This option looks very grand when you have lots of them stacked high.



## Mixed height tiers

Of course you don't have to have them all the same! You can mix and match the height of each cake to create a beautiful eye catching design.

What's the difference between TIERS and LAYERS?

Visit our Jargon Buster Page for more info

[qualitycakeco.com/jargon](http://qualitycakeco.com/jargon)

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Think outside the box - if you can dream it, we can create it!

# Height

Our advice is to pick a cake that reflects your style! If you want a large showpiece cake, but don't need that many portions, we can add artificial tiers to make the cake larger. Even just adding an extra tier can make a huge difference to the overall look of the cake.



Adding an additional tier totally changes the look of a cake. Which do you prefer?



# Shape

The majority of cakes we make are round. However, you can have all kinds of shapes including petals, hexagons or squares. You can even mix and match shapes to create a real wow-factor showpiece cake!



Make it grand with shapes and artificial tiers!

# Textures

Textures add dimension, style, elegance and drama.

Cakes can be beautifully smooth or you can introduce different textures to make a visually stunning showpiece.

Adding ruffles, sugar sequins, stencils, bark, stripes, quilting, drips or geometric elements can add a different dimension to the cake and emphasise the overall look.

To learn more about textures see our blog on our website.

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[qualitycakeco.com/textures](http://qualitycakeco.com/textures)



# Consider your venue

Is your venue a luxury hotel, a grand stately home or maybe a beautiful converted barn?

Our advice is to consider your venue and your styling and apply that to the design of your cake.

For example, converted barns with lots of wooden or vintage décor, look stunning with a rustic semi-naked cake with fresh flowers, showcased against beautiful country views.

Getting married in a luxury hotel or grand stately home? A semi-naked cake might not match the flock wallpaper or grand chandeliers, these venues look beautiful with elegant tiered cakes with lots of textures and design elements.



*A novel way to display a rustic cake*



STATELY HOME



Rustic Charm



Luxury Hotel



# Location, Location, Location!

As with real estate, we believe the location of your cake is important. This is a beautiful piece of edible art that will be on display to your guests all day. It is to be photographed and admired.

What is going behind your cake?

Are you using a cake stand?

Are you having additional table decorations?



A plain wall?  
A window?  
A large black wall light perhaps?



Which looks better?



If you're having a stand, is it big enough... or even too big?



If you're considering ordering a personalised stand, remember to ask us what size board the cake will go on, if not, it might get covered up!



Great examples of wedding cakes displayed well

- Always consider
- STAND
  - BACKDROP
  - DECORATION



# Cake Toppers

What are you having on top of your cake? We can make personalised toppers in-store, or we're happy to use items you purchase elsewhere.



KEEP IT PLAIN



FLOWERS



SOMETHING UNIQUE



ACRYLIC DISC



DESIGN ELEMENTS



WOODEN WORDS



YOUR SURNAME



MR & MRS



FIRST NAMES



BUNTING



ORNAMENTS



SILHOUETTES



TOY FIGURES



FONDANT FIGURES



CLAY FIGURES



Mr & Mrs who?

Whatever you choose, please talk to us about it before the big day.

We have delivered cakes and found toppers sitting on the table that we had no idea were planned.

If we already have flowers on top of your cake, what do we do?

In this case, the stick on the topper isn't long enough, we have put it in the cake, and now you cannot read it!

# Design Your Cake

Use this space to sketch  
your **dream cake**

Things to remember

Style	Size
Colour	Height
Flowers	Shape
Texture	Topper

## Need Some Help?

If you want some help designing your cake, book a consultation appointment. This is an opportunity to meet us, sample our cakes and talk about your wedding cake in more detail.

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To book a  
consultation visit  
our website



[qualitycakeco.com/consultation](http://qualitycakeco.com/consultation)

# Cost

A bespoke wedding cake will always cost more than an off-the-shelf cake as you are paying for our experience, creativity, love and artistry as well as all the time involved in creating individual elements, assembling the cake and delivering it.

As every cake we make is unique, we do not have set prices, however, we are very happy to give you a **no-obligation quote**.

There are five main factors that affect the price:



## Size

The overall size of the cake will greatly impact the price. The more portions the higher the price.



## Flavour

Different flavours require extra ingredients which vary in price. But this is a great time to splurge on a fancy flavour.



## Decoration

The more elaborate the design the more the cake will cost. Adding lots of different design elements and textures which increase our time to make will increase the cost. Human figure cake toppers are a good example as these can take hours to make. Certain kinds of decoration and design elements that require luxury ingredients or complex skills, are also going to affect the price.



## Flowers

Flowers vary in price. A single sugar flower can cost between £3 - £25 each. Even fresh flowers such as peonies can vary in price according to their seasonal availability. So the more you add, the more the price increases.

However, opting for alternatives such as silk or more budget friendly fresh flowers can help keep costs lower and still ensure your cake looks beautiful.



## Delivery

The distance of your venue from our shop is a factor worth considering as our cakes are hand delivered and we charge by the mile.

# Top Tips

## Finalise a few things first

As cake designers, we need some information to get you an accurate quote and create a design to fit your theme and style. So finalise guest numbers, colour scheme and overall decor decisions before thinking about the cake.

## Samples

Certainly for Quality Cake Company - we know our cakes are delicious but we want to convince you too, so be sure to sample different of flavours of cake from your chosen supplier.

## Talk to us

If you get a topper or are using a cake stand tell your cake maker. We can advise you on details and key need-to-know information.

## Keep in touch

Please don't forget to send your cake maker some photos of your cutting your cake after the big day! And if you really want to say thanks, please leave us a free online review!

## Save the date

Get that deposit paid - good suppliers get booked up fast.

## Consider your style

You might like the idea of semi-naked cakes, but if you're having a formal wedding in a grand stately home, this might look out of place.

## Pick your faves!

Just because your Gran likes fruit cake or your Aunty Sue doesn't like carrot cake, don't let other people's opinions influence your decision - this is your cake, it is your choice.



# Balloons

We also sell balloons!

Bubble balloons, columns or table bunches always add some fun to your wedding decor. Ideal to display around the room, have by the entrance or next to the cake.

All our balloons can be personalised with any message or names.



# Delivery and Set-up

We prefer to deliver all of our wedding cakes as they need to be transported very carefully. We do not trust couriers to deliver them as they are extremely delicate and often very heavy.

We also believe it is not something you or your wedding party should be worrying about on the big day.

Cakes also do not like travelling, for this reason we try to keep our deliveries within a 30 mile radius of our shop, but this is not set in stone, so always ask!

Our delivery fee includes a mileage rate as well as the time needed to deliver and set up. Where possible, we ensure the cake is taken to the right room, and placed where required.



# Why Choose Us!

- Local family-run business
- Multiple 5 star reviews
- 10+ years experience
- Fully insured
- 5 Hygiene rated
- Extensive portfolio
- Wide flavour selection
- Delivery offered as standard
- Cakes and Cupcake options
- Wide range of styles
- Preferred supplier to several venues
- Small and large weddings catered for
- Vegan and Gluten Free options
- Payment instalment options available
- Everything you need in one place

# Get in Touch

Quality Cake Company is here to help you every step of the way, so we hope this guide has given you a starting point to get those ideas flowing.

Once you have considered different options, get in touch with us. We can book a cake consultation appointment or we are happy to work out a no-obligation quote based on your ideas.

# Reviews

*"Thank you so much for making our beautiful wedding cake. The cake we had imagined was even better in person, and tasted amazing!"*

*"Wow ! Had our wedding cake made by the team here and it was absolutely beautiful and delicious. It went so perfectly with our decor and we had so many people say it was the best wedding cake they've ever had."*

*"My wedding cake was amazing. I had so many compliments from our guests. It tastes amazing. When I first came down to see it on the stand the morning of my wedding I cried. It was so much better than I expected."*



*More than a  
cake shop*



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