Making that special day even more special

Planning a wedding can be confusing and exhausting for the bride to be. But you can help make her day a bit less hectic and a lot sweeter by using this guideline when taking wedding cake orders (it will also be helpful for other special-occasion cakes).

NOTE: These are typical questions to be used as a guideline.

1. What is the exact date of the wedding (including the year)?
2. What time will the reception start and what is the exact address of the location of the reception?
3. How many people will be attending the reception?
4. Will there be any other desserts served?
5. Ask the customer what is wanted and needed in terms of theme and color schemes, etc. You can show sample wedding cakes as you ask questions, or suggest the customer bring in a photo of a cake she likes.
6. Fill out the order form during the interview so you can confirm all information right then.
7. Discuss what type of cake top the bride will be using. If she hasn’t selected one as yet, offer suggestions such as fresh or silk flowers, traditional cake tops you might sell; icing roses or other flowers.
8. Explain all the charges, including any fees for special services or extras, and explain clearly your refund policy so there are no misunderstandings now or on the day of the wedding.
9. Discuss and record the time the wedding cake will be picked up, if that’s going to be the case. Give the customer clear instructions on how to handle the cake when it’s picked up.
10. Ask the customer if she’d like information from any other departments that might be helpful in the wedding planning, such as deli, flower shop, seasonal, etc.
11. How many people will be attending the reception?
Congratulations! The ninth pin in our exclusive collectible series, the wedding pin, is enclosed with this copy of CakeProse®. Wear it to remind your customers that – when it comes to one of the most important occasions in their lives – you can help make it sweeter and more delicious with beautiful, elegant wedding cakes. Collecting all of the Cake Pros® pins? Visit our website for a complete list of the pins issued so far.

More great ideas online!

Have you visited our website lately? If not, you’re missing out on the creative and helpful cake ideas, tips and more we’re adding every month. Plus the website features our Cake Pros® Spotlight, the collection of Cake Pros® pins and more! Have a question for Rose Baker? Ask her online! Have a suggestion or an idea? Email it to us! We’d love to hear from you and we want to be able to give you the helpful information you are looking for! So check www.cakepros.com regularly and you won’t miss a thing.

Football Egg Cake

Tips:
4 round
10 round
789 Quick Ice

Special Tools:
Spatula, pastry bag, clear cake collar

Ingredients:
Allen® Uniced Large Egg Cake 16 oz.
Base Iced with Rich’s® Chocolate Bettercreme® 3.75 oz.
Rich’s® Colored Bettercreme® 2 oz.
Rich’s® Bettercreme® 0.5 oz.

Procedures:
• Ice cake with chocolate icing.
• Smooth with plastic cake collar.
• Use tip #234 and green icing to pipe grass around bottom of cake.
• Use tip #10 and white icing to pipe stitching on top of football.
• Use tip #4 to write message.

Football Egg Cake

Tips:
828 star
or 8 CS

Special Tools:
Pastry Bags, Spatula

Ingredients:
12 Allen® Uniced Cupcakes 15 oz.
Base Iced with Rich’s® Chocolate Bettercreme® 3.75 oz.
Rich’s® Colored Bettercreme® 2 oz.
Rich’s® Bettercreme® 0.5 oz.

Procedures:
• Ice cupcakes with Caramel Bettercreme®.
• Drizzle warmed Classic Chocolate or Classic Caramel icing on cupcakes.
• Sprinkle either chocolate candy, peanuts or sprinkles.

Why cupcakes? Research shows they are very popular: 55 percent of consumers show high interest in buying decadent cupcakes, which provide “portioned indulgence.” Cupcakes are easy to ice, decorate and sell and are extremely popular! And you can be very creative with these single-serving delights!

Have a unique cupcake idea? Email it to us and we might feature it in an upcoming Cupcake Corner or on our website. In the meantime, try our Caramel & More Cupcakes – they’re great for the fall!

Great news Cake Pros® members! Each month, you’ll be receiving an email from us that will provide even more benefits to you. The monthly emails will be bright, fun and – best of all – will tie in with our planning calendar and our website, so you can stay up-to-the-minute with great ideas, tips, hints, suggestions and more!!

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- Ice cake with chocolate icing.
- Smooth with plastic cake collar.
- Use tip #234 and green icing to pipe grass around bottom of cake.
- Use tip #10 and white icing to pipe stitching on top of football.
- Use tip #8 to write message.

“Go Team, Go!”

Fall – it’s such a beautiful time of the year! Crisp air, colorful leaves, pumpkins! It’s back-to-school time ... Halloween’s just around the corner ... and then there’s football: Whether your customers are cheering on their favorite NFL team, their alma mater or their kids’ high school team, help them kick off the season or celebrate a great win by having plenty of these delicious football “egg” cakes on hand! You can personalize them, too, with phrases such as “Go Spartans!” or “What a win!” or “42-14!”

More great ideas online!

Procedures:
1. Ice cupcakes with Caramel Bettercreme®
2. Drizzle warmed Classic Chocolate or Classic Caramel icing on cupcakes.
3. Sprinkle either chocolate candy, peanuts or sprinkles.

Note: cupcakes are designed to be produced production style and can be frozen.

Why cupcakes? Research shows they are very popular: 60 percent of consumers say they will buy cupcakes at least a few times each month!

E-ideas from Cake Pros®

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Special Tools: Spatula, pastry bag, clear cake collar

Ingredients:
- 12 Allen® Uniced Cupcakes 15 oz.
- Base Iced with Rich’s® Chocolate Bettercreme® 7.8 oz.
- Classic Caramel Icing 1.68 oz.
- Classic Chocolate Icing 1.68 oz.
- Peanuts 3 oz.
- Chocolate Candy Pieces 2.4 oz.
- Chocolate Sprinkles 1.68 oz.

Procedures:
- Ice cake with chocolate icing.
- Smooth with plastic cake collar.
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