



## **TOP 10 TIPS**

### **HOW TO SAVE ON YOUR CUSTOM CAKE**

Whether you are planning your dream wedding or a birthday celebration for you or your child, it can be a very expensive exercise. Being a wife and a mother of 6, I certainly have, over the years, looked at ways to save money on both my own wedding as well as the 33 children's birthdays we have celebrated so far. Mind you this total could have been 63 if we hadn't had triplets...born on the same day! But that's another story.

Not all of you have to do what I did and start making your own children's cakes to save money. I'm so glad I did as it led to the most amazing home-based business, once again that is another story.

Many of my customers who are Mums (or Dads) just do not have the time to make a birthday cake. Many need to work full-time, many also run an online or home-based business. The last thing they feel like doing is coming home after work, getting tea then spending until midnight baking and making a cake for the family to enjoy or cupcakes for their child to take to school the next day. I love to be able to help them out by taking away some of their workload for the week.

Now that I operate a cake business, I know that a custom cake, made to order from scratch just cannot be as cheap as a mud cake from the local supermarket. Just ask my family! They witness first hand the hours and hours I spend on meticulously planning, organising, creating, baking, decorating each and every cake. To be honest, custom cakes are works of art taking hours, even days to complete and it's a little sad that this art form of baking and decorating is so undervalued.

However, I also know how important it is to make every family dollar stretch, so here are my Top 10 Tips for saving on your next custom cake.

#### **Sweet Lucy – Cake & Event Studio**

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### **1. Downsize**

You may have heard that there are generally two sizes of serves that your cake can provide. Dessert serves are larger; 5cm x 5cm x 10cm (2" x 2" x 4") or the smaller Coffee serves, 2.5cm x 2.5cm x 10cm (1" x 1" x 4"). For my wedding clients wanting to save money, order your cake based on Coffee serves, especially if your reception centre offers a dessert within your meal package. For clients ordering a cake for a party, you could also consider Coffee serves as often you are planning on having a number of food options available. I know it's hard to believe but not everyone eats cake!

### **2. Choose buttercream over fondant**

Now this is an option I often suggest to parents looking for a custom cake for their children's birthday to keep costs down. Fondant covered cakes are more expensive, firstly because of the cost of the fondant itself and the extra time it takes to cover the cake. And to be honest, many people; especially children just do not like it. The main advantage of fondant is the sharp, clean look it creates but I am able to achieve a very similar result using buttercream.

### **3. Keep with regular flavours**

Since beginning my business I have discovered that not only is there no limit to cake designs, there is also an amazing array of flavour options. Sweet Lucy's signature cake and most popular is our Classic Chocolate Cake, perfect for children's cakes as it is not as dense or rich as mud cake. This option is less expensive than choosing an alternative like Dark Chocolate Hazelnut Mud Cake with a Nutella Ganache Swirl (mind you I can make it for you if your mouth is watering right now!) As they say, keep it simple.

### **4. Choose edible printed decorations**

I have lost count of the hours that have been spent by hand cutting fondant into many designs from Peppa Pig to hearts to our Minion friends. As much as I love creating these, the time involved means your cake decorations will cost more. Sweet Lucy can print any design on edible icing sheets or wafer paper in a matter of minutes which will save you on your overall cake cost.

### **5. Take away cake**

I am always able to deliver your cakes to you, whether it is to your home, your child's school or reception centre. But a delivery and set up fee will need to be added to your total cost, because as always...time is money. Unless you have placed an order for a 3 tier or more cake, most single or even simple 2 tier cakes can be picked up from our studio.

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## **6. Simplify the design**

It really does make sense this one – the more decorations and the more details that is on your cake, the longer it will take to create. Once again, time is money. Sometimes a cake with minimal decorations paired with a clean, sharp design can look so stunning.

## **7. Cake Package**

A cake package with a set flavour and design is also a way to save money but still receive a delicious cake for your special event. Due to popular demand, Sweet Lucy offers a Party Package which includes a main cake and 12 cupcakes, all with matching edible printed images. Please contact us for more details.

## **8. Surprise!**

I am continuously looking at new cake trends and love practising my skills. Why not ask me what I am working on at the moment as I am able to offer a good price on these styles of cakes that I am wanting to add to my website gallery and portfolio. It may just suit your special occasion and your budget.

## **9. Cupcake frosting**

If your child has asked if they can take cupcakes to school on their birthday, there are two ways to save money. Consider ordering smaller sized cupcakes as well as reducing the amount of frosting. From experience, many younger children struggle with finishing a standard size cupcake with lots of frosting. This will reduce the cost for each cupcake.

## **10. Order edible images and bake your own cake**

Again, I am more than happy to help out our busy families by supplying a custom cake for their special occasion, it's what I love to do. For the times when your budget will just not stretch to be able to order a custom cake, why not purchase an edible image from Sweet Lucy to go on top of a cake you have baked yourself, or individual cupcake toppers for the batch of home cooked cupcakes.

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