

Questions to Ask Cake Designers & Bakeries

- Will the designer create a custom cake, or are there specific styles to choose from? Look at photos and actual cakes, if possible. (Bring pictures if you have a custom cake style in mind.)
- What ingredients are used—fresh fruits or purees, Italian butter cream, farm-fresh butter, kosher? (This may or may not be crucial to you, but the better the ingredients, the better a cake will taste! It could also cost more.) Ask for a list of cake flavors and fillings.
- How far in advance are cakes prepared? (The closer to your wedding date the better.)
- Is there a baker and a designer, or does one person do the entire cake, from batter to sugar flowers? How many people work with the designer? (You'll get an idea of the time it takes the shop to put out a cake. Whether it's a single person or a team of people, however, should have no bearing on quality.)
- How many wedding cakes does the shop do a weekend? (This will also tell you how much time the shop puts into each cake.)
- If you want to garnish your cake with fresh flowers, will the cake designer work with your florist, or are you responsible for procuring the blooms?
- Are cakes priced by the slice or by the cake? Are different flavors or fillings different prices? Will there be extra labor costs if the cake is one of a kind or complex? (Ask for a price list.)
- Does the price include the top cake tier, or is it extra? (Our favorite bakers include the top tier—the one many couples save for their first anniversary—for free.)
- Is the baker licensed by the state health department? (Very important!)
- Does he or she deliver? How much does it cost? (If the cake is large, delicate, or complicated, the extra cost is worth it.)