

# SUGABLOSSOM

cake co.

THE ART OF CAKE



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Care + Precision +  
Detail + Passion =  
Our Way

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# About Sugablossom

Michelle Maric established Sugablossom Cakes in 2010 after a back injury brought upon a move from 15 years in the Corporate world to a world full of all things sweet and delicious... an absolute blessing in disguise.



"I am a self-taught Cake Creator/Designer and cake lover. I am wifey to James (aka. Mr Sugablossom; aka. taste tester, aka. cake lifter and an extremely patient hubster) and human mum to 2 very cute and occasionally naughty Westies.

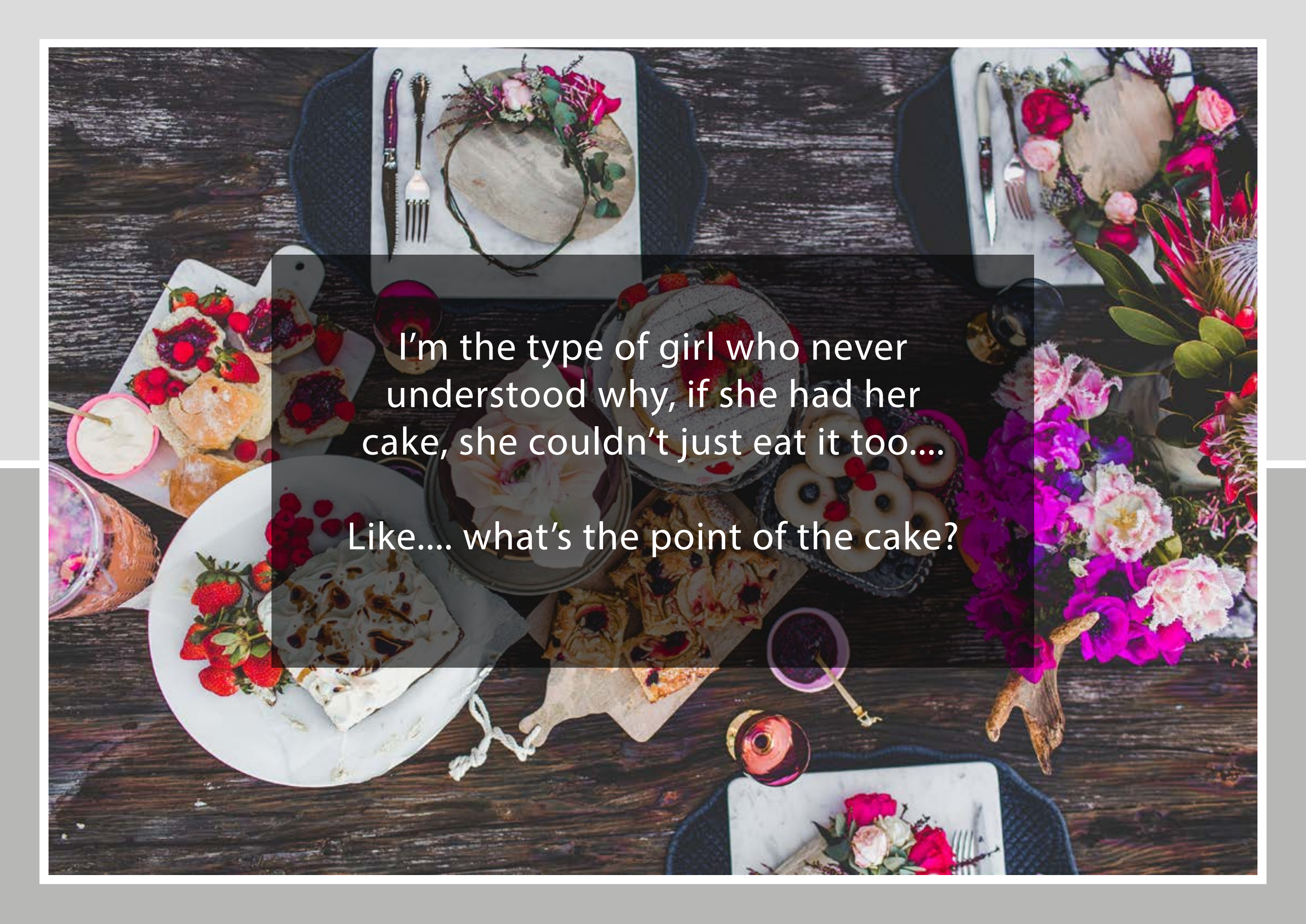
I love creating edible centrepieces. I have a 'thing' for sharp edges and good overall aesthetic and balance in my designs. I'm pretty black and white - what you see is what you get and my opinions are always honest. Seeing a design come to life fuels a constant spark in this occasionally squishy place that I call my heart"

Every cake must be unique to their recipient and created with care. I am not a hobby baker, whimsical caker or sloppy creator - cakes are a serious thing around here!

I design, make, flower-up, deliver and set up each and every creation.... why wouldn't I? It's an absolute honour to be chosen to take part in so many special occasions and play a small, sweet role in creating happy memories.

M xx





I'm the type of girl who never understood why, if she had her cake, she couldn't just eat it too...  
Like.... what's the point of the cake?

340+

WEDDINGS

..  
3,250+

KGS OF CHOCOLATE

..  
557+

HAPPY CLIENTS



We are Food Safety Registered and work in accordance with Food Safety Guidelines.

We operate from a Council Approved Kitchen.



At a  
Glance



# In Detail



I like to start by discussing your day/event, your suppliers, your theme, colours, likes and dislikes. Consultations take place in my Camden Studio, however where time or distance is an issue, working via email and/or phone is also not a problem.

Re-creating the work of others is just not cool, please don't ask us to make "this exact cake". Taking inspiration from elements of various designs that appeal to you, from elements you already working with on the day is my preferred way of creating a cake that is as unique and special as your event.



It's extremely important to choose a cake maker whose portfolio & designs reflect the style of cake that you're looking for. Occasionally, I receive requests that fall outside of my design style or where I feel that certain elements of the design do not work aesthetically. I feel that it's important to be as honest as possible throughout the process. Loving what I'm creating makes a huge difference and reserving the right to turn away designs that I don't feel I can make work is imperative in being true to myself and is ultimately reflected in the finished product....

# Cake Flavours



In order for your cake to stand perfectly as your centrepiece, the quality and sturdiness of the cake itself is crucial. We use different recipes for cakes vs cupcakes. We work with basic cake flavours to allow plenty of room to inject a multitude of fresh flavours into your ganache filling.

## Moist Dark Chocolate Cake

Similar to a Mud Cake but not as dense. Deep rich flavour of dark chocolate. Pairs nicely with flavours like Raspberry, Orange, Blueberry, Espresso, Peppermint, Spiced Pear or Cinnamon Apple, Caramel (salted/unsalted)

## Vanilla Sponge Cake

A little stronger and denser than a typical sponge. We threw out our White Mud Cake and replaced it with this. Light in colour, sturdy enough for tiers of cakes. Pairs nicely with any fruit, plain dark or white chocolate or caramel based filling. A crowd pleaser that marries nicely with all filling options.

## Spiced Banana Cake

A softer cake, full of banana flavour with a good kick of spice. Pairs nicely with the sharpness of passionfruit or the simplicity of white chocolate and lemon zest.

## Coconut Heaven Cake

Our most popular choice for naked & semi naked cakes due to its ability to stay moist without the protective wrapping of ganache and fondant. A light coconut flavour that pairs well with all berries and tropical fruits.

## Spiced Carrot Cake

A little stronger and denser than your typical carrot cake. Hints of Orange zest and a good pinch of spice that pairs nicely with fresh orange & white chocolate as well as lemon & white chocolate for that 'almost cream cheese flavoured' flavoured filling.

## Hummingbird Cake

A slightly darker version of the original Humminbird. The subtle flavour of banana and pineapple with cinnamon, pecans or walnuts. Pair perfectly with a passionfruit and white chocolate filling.

## Almond Tea Cake

Extremely moist and rich with Almond Flavour from the Almond Meal used to create it. Pairs well with any berry or fruit based filling.

Red Velvet Cake & Marbled Chocolate and Vanilla Cakes are also available.

# Cake Fillings



In order to complement the simplicity of my cake flavours, I have chosen to work with Chocolate Ganache based fillings only. Ganache is my 'never fail' cake filling. Why?

The taste and mouthfeel of a Couverture Chocolate (superior quality white or dark chocolate containing a high cocoa butter content and minimal sugar), is for me; unsurpassable. When made correctly, Chocolate Ganache is smooth, rich and decadent. It is extremely sturdy, its ability to sit at room temperature when the cream is tempered correctly will endure variations in weather including moderate heat and humidity. It can sit safely at room temperature for days and will freeze extremely well (good to know if you have leftover cake). It provides a solid foundation for your cake and when dressed with a fondant icing; it allows me to create the perfect sharp edge, every single time.

The versatility of Ganache allows for multitude of fresh, real flavours to be injected with ease. Real fruit purees (seasonal), fruit powders, citrus zests, homemade fruit curds such as passionfruit, lemon, etc.. nut pastes, extracts, spices and liquers.

There are almost an endless list of pairings to complement both white and dark chocolate. You are not limited to the below, these are just a few to get you started;

## White Chocolate Pairings

Apple Cinnamon\*, Espresso, Orange, Raspberry & Lime, Blueberry & Lemon, Lemon & Lemon/Lime, Honey, Pistachio\*, Pistachio & Rosewater\*, Pear & Caramel, Caramel Salted or Unsalted, Passionfruit, Mango\*, Pretzel, Cookies and Cream, Peanut with Caramel and choc bits..... etc..... etc.....

## Dark Chocolate Pairings

Orange, Espresso, Berries, Frangelico\*, Peppermint, Pecan & Espresso, Salted Caramel, Sea Salt, Spiced Pear\*, Port\*, Whiskey\*, Peanut, Chilli, Bourbon\*.....etc.....etc.....

If you have a traditional (Culture based) or preferred filling choice, we'll do our best to accommodate. Please bare in mind that your choice of filling flavour may impact end pricing.

(\* indicates premium filling, variance in pricing applies)

Choose a style  
of cake that  
fits your day  
and budget...





# Cake Anatomy



I'm often asked, "how much for a 2 tier/3 tier/4 tier cake?"

The number of portions that you want your cake to serve will determine the number of tiers and overall size. You can choose to serve 100%, 70% or even less of your guests if you wish. Where dessert is being served, I always recommend catering for no more than 70% of your guest numbers with cake.

Every cake maker tends to account for portions differently. I have seen cake makers state that a standard height 3 tier cake will serve upto 140 portions .... i'm not sure how this came to be. I work with proper 1 x 1 inch squared portions x the height of the cake (usually 4 inches tall) for coffee portions.

I don't count the teeny edge pieces in my portion numbers. These will generally still be served at your reception but I don't feel that it's appropriate to count a 1cm corner or edge piece as a proper piece of cake. I call these 'offcuts'.

Standard height of cake = 4 inches tall ( 3 layers of cake, 2 layers of filling)

6 inch round cake = 12 portions

7 inch round cake = 19 portions

8 inch round cake = 24 portions

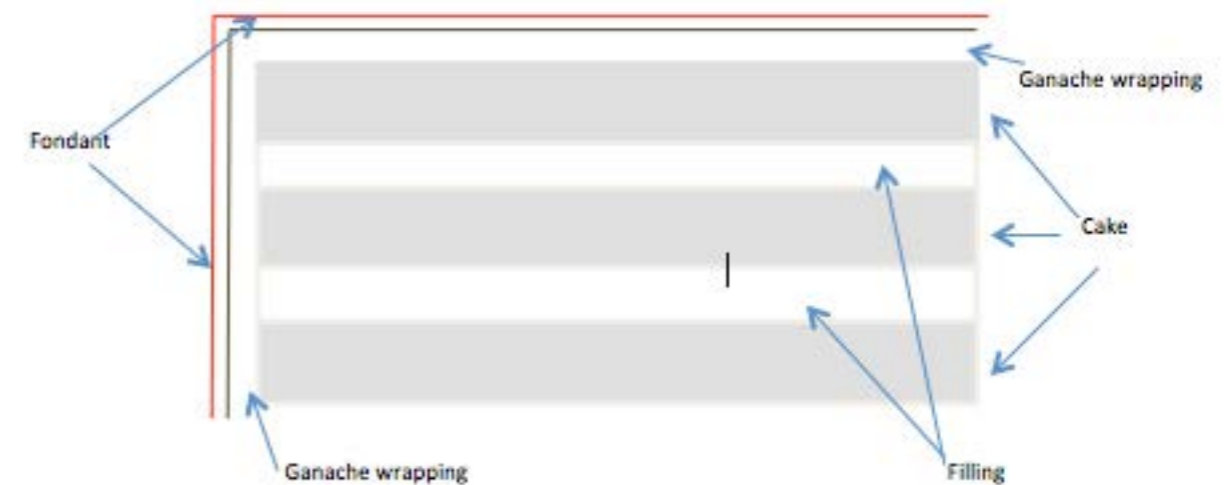
9 inch round cake = 32 portions

10 inch round cake = 42 portions

12 inch round cake = 70 portions

1.5 x standard height = 6 inches tall ( 4 to 5 layer of cake, 3 to 4 layers of filling. Cake can be portioned in half to provide petit four sized portions, essentially doubling the number of portions.

Double height cakes = 8 inches tall (2 cakes inside, 6 layers of cake, 4 layers of filling) This will provide double the number of full sized coffee portions from the one tier.



# Cake Styles & Pricing

At Sugablossom, we price per portion. Remember - the number & size of each tier is determined by the number of portions. Cakes are priced based on the ingredients and the number of labour intensive hours required to execute the final design.



## THE NAKED CAKE

Filled, but not wrapped  
Can be dressed with Fresh Fruit, Flowers or a combo of both



Pricing from \$6.50 per portion (coffee) upto 130 portions.  
Over 130 portions, pricing per portion reduces on a sliding scale  
2 day process; bake followed by assembly



## THE SEMI NAKED CAKE

Filled and lightly wrapped.  
Can be dressed with Fresh Fruit, Flowers or a combo of both



Pricing from \$7.50 per portion (coffee) upto 130 portions.  
Over 130 portions, price per unit reduces on a sliding scale  
2 day process; bake followed by assembly



## ROUGH ICED

Filled and solidly wrapped with chocolate. Palette knife, rough, combed or concrete texture. Dressed as per naked/semi naked



Pricing from \$8.00 per portion (coffee) upto 130 portions.  
Over 130 portions, price per unit reduces slightly on a sliding scale  
2-3 process; bake followed by assembly.  
Day 3 based on additional design details



## FONDANT COVERED

Thin (2-3mm) layer of fondant over solid layer of ganache. Decorative options endless. Finished with Fresh/Sugar/Wafer paper/Crepe Flowers



Pricing from \$8.50 per portion (coffee) upto 130 portions. Over 130 portions, pricing adjusted based on design elements.  
Pricing for hand piped lace detail & delicate ruffles, etc from \$9.00 + per portion (coffee)  
4 day process; bake, assemble & wrap in ganache, wrap in fondant, decorate

# Fresh Flowers on Cake

With Food Safety & Hygiene at the forefront of most Professional Cake makers minds, the way in which fresh flowers and decorations are prepared and inserted into a cake is extremely important. Some Cake Makers may be entirely ok with jamming unprotected florals stems, twigs and branches right into their cake. A competent, professional cake maker who has completed the minimum requirements for Food Safety and kitchen approval will NEVER place flowers and/or decorations in this way. If we are to assume full liability for your cake, then allowing anyone outside of our team to place anything on the cake, will void this liability.

We have also had more than our fair share of experiences where our couples arranged for their florist to provide blooms for the cake to find that upon delivering the cake, there were either no flowers allocated by the florist or not enough to execute the design that we discussed.

Our process is simple;

Option1:

Your florist is more than welcome to supply your choice of blooms to us, with individually wired and properly wrapped stems using parafilm with a tight wrap and proper seal. Your florist must arrange a confirmed time to either meet with us at the venue or deliver the flowers to us a day prior to your event.

Option 2: ( our preferred method)

Provide us with the details of all of the florals being used on the day. Allocate a small floral allowance for your cake based on your choice of blooms and the quantity that you would like to see on your cake and we will arrange to purchase from our suppliers/growers, prep and place the blooms prior to delivery and can almost always assure that the design that we discussed will be executed as promised subject to floral availability. Many flowers and stems are extremely toxic when ingested. Hydrangea, Hypercium berries, Poppies, Ivy, Jasmine, Sweetpea and Lillies are just a few examples - extra care must always be taken when placing all flowers on your cake - please leave these details to us.

“my florist/friend/mother will place the flowers on the cake”.....

Please understand that our response to this will always be a very firm “No”

The placement and choice of florals on your cake is part of the overall design that we created and discussed with you and our responsibility.



# Terms & Conditions of service

## Booking, Deposit & Cancellation

Bookings are confirmed once a 50% deposit has been confirmed as received.

Quotes are valid 14 days from the date of issue.

The Balance of your cake is required no less than 2 weeks from the date of your event. We do not carry EFTPOS facilities. Payment is via direct deposit, cash or paypal transfer.

Should payment installations be required please talk to us to arrange this.

All cancellations must be made in writing.

All cancellations are subject to a design and consultation fee deducted from the deposit. Loss of alternate income & the ability to secure additional business for your date will also be considered.

Where less than 6 months notice of cancellation is received, no refund of your deposit will be entered into. Cancellations made with greater than 6 months notice will be subject to costs deducted from your deposit at our discretion.

Should payment not be received within the agreed timeframes noted on your invoice, we reserve the right to terminate our agreement. Notice of this will be provided to you in writing.

## Changes to flavours and design

Most changes to design will be accepted once a booking is secured when received upto 4 weeks prior to your event - pending our schedule and ability to accomodate the changes.

Cake & Filling flavours must be locked in no later than 3 weeks prior to your date, changes will not be accepted after this time. We pre-order all of our ingredients & supplies for staggered delivery throughout the month.

Design changes may incur additional costs depending on the details of the changes being made. Sugablossom Cakes reserves the right to make minor changes to design where applicable where unforeseen events such as weather, availability of supply of ingredients/supplies, delivery conditions and setup constraints may require some changes to be made to guarantee the integrity of the delivered product.

All of our designs and sketches remain the property of Sugablossom Cakes. Our creations and design sketches may be not be reproduced without our written permission.

We DO NOT reproduce the work of others, please do not ask us to.

## Flavours, Allergies and Intolerances

The flavours listed in this document are a guide only. Should you have a request for a flavour that you do not see on our list, please ask us.

Sugablossom Cakes will not be held responsible for allergies to our cakes and fillings. All of our cakes are baked using utensils and equipment that come into contact with gluten, nuts, dairy, soy and or/other allergens.

Low gluten options are available, however we do not operate a certified gluten free kitchen.

## Cake Tastings

We do not offer complimentary tastings upfront. Free samples are available to our paying clients only. We aim to make tasting boxes available once every 2 months pending our schedule. Tasting box requests for non-confirmed orders will be quoted for and require payment in advance. Our tasting boxes generally include a choice of 6 cake flavours and 6 ganache samples which are put together based on seasonal availability and our discretion. This provides you with the flexibility to mix and match cake and fillings in the comfort of your own home.

## Delivery and Setup

Delivery of tiered cakes is our preference and in many cases cakes standing over 3 tiers tall will be set up on site. Delivery is available at our discretion and will be charged at courier rates based on the km distance for a round trip.

Pickup is available, however our liability ends the minute your cake leaves our possession.

Easy access and parking; preferably within a loading dock must be available at your venue.

Your cake must be stored as per the instructions that we leave with your venue at the time of delivery. We will not be responsible for cakes that are stored against our correct instructions. Should your venue or a representative of yours elect to move or make changes to the setup of the cake once our delivery has been completed and your cake has left our possession, you assume

ALL liability and responsibility for way in which the cake is handled.

In the event of any unforeseeable accident on the day of your delivery, you acknowledge that your goods may be modified to allow your event to proceed with minimal disruption.

Sugablossom Cakes will not be held responsible for events unforeseeable at the time of entering into an agreement with you which are beyond our control. These events include but are not limited to accident/injury/serious illness, fire, theft, natural disasters and death.

Should any object including but not limited to florals, toppers, etc be placed on your cake without our authorisation or knowledge, Sugablossom Cakes voids ALL liability and responsibility for the food safety, structural integrity, damage and overall appearance of your cake.

## Cake Stands

We no longer offer cake stands for hire

## Photos

Sugablossom Cakes reserves the right to use and publish any photos of your cake that are taken by us for use via social media, website, promotion, advertising and media related opportunities.



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[thecollaborativecamden.com.au](http://thecollaborativecamden.com.au)



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