



7 TIPS FOR CHOOSING YOUR WEDDING CAKE DESIGNER

For those who appreciate the art of
an exquisite cake



A LITTLE ABOUT ME

Hello, I'm Sally. I make luxurious, bespoke wedding cakes with elegant beauty, delicate textures & pretty sugar florals in beautiful shades & delicious flavours, covering the Lake District, Cumbria, Lancashire & Cheshire.

I have been an artist (a painter) for as long as I can remember and as a student, studied Fine Art & Textiles. I love elegant style and although I have quite a minimal, 'less is more' approach with a love of whites, pastels & clean lines, I am also drawn to beautiful florals, delicate textures & feminine grace.

I started baking nearly 15 years ago, but started my wedding cake business in 2021. I specialise in making realistic sugar flowers for your wedding cake. These can last for years as a keep sake and memory of your special day and I can make them to match any fresh flowers you are having too.

If my style resonates with you and you appreciate the art & skill of an exquisite cake, a touch of luxury, a professional, friendly service, meticulous attention to detail, excellent quality products, romance, faith, honesty, integrity, elegance and femininity, I would be honoured to work with you to design your perfect elegant wedding cake.

Sally

CHOOSING YOUR CAKE DESIGNER

Choosing the right wedding cake designer is an important part of planning your big day. Here are 7 top tips to help you make the best choice

1. START EARLY

Begin your search for a wedding cake designer well in advance of your wedding date, ideally at least 12 months before. This allows you to secure your preferred designer and plan your cake details. Once you have booked your venue, you can book your cake designer. You don't need to know the design at this stage, just secure the date. Wedding cake makers can only take on so many cakes per month, so book early.



2. RESEARCH

Look for cake designers who cover the area in which you are getting married. Start with Google, Instagram, and ask for recommendations from friends, family, and wedding vendors. Browse online reviews, websites, and social media profiles to get an idea of their style and reputation.



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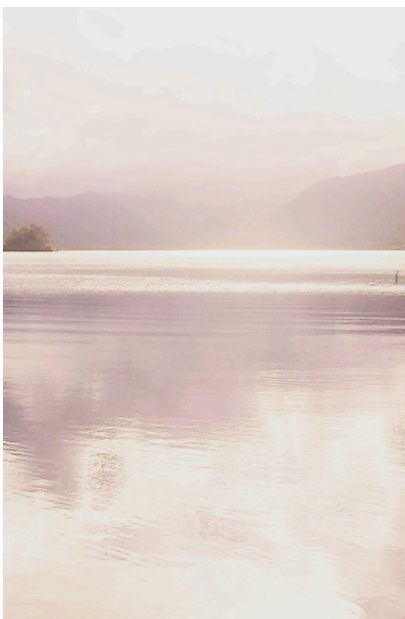
3. BUDGET

Be clear about your budget from the start. Cake prices can vary widely, so knowing your budget will help the designer create a cake that meets your expectations. Most wedding cake makers will display their “starting from” prices so you have an idea if they are within your budget. Be aware though that the final price could be a few hundred pounds above the starting price & the final price will depend on the size & design of the cake as delivery / set up will need to be added on too. Many (like myself) also have a minimum order value.



4. LOCATION

Look for cake designers who cover the area in which you are getting married. Start with Google, Instagram, and ask for recommendations from friends, family, and wedding vendors. Browse online reviews, websites, and social media profiles to get an idea of their style and reputation.



SALLY JEAN WEDDING CAKES

5. PORTFOLIO

Examine the designer's portfolio on Instagram, Facebook or their website galleries to see if their previous work aligns with your vision. Look for designs that match your wedding theme, colour scheme, and style. Not all cake makers make all styles of cakes. Some only work with buttercream finishes and some only work with sugarpaste for example. Some only work with fresh flowers, some only with handmade sugar flowers (If you would like more information about the pros & cons of fresh / sugar flowers

- [See this reel](#) & [this one](#) for the benefit of [sugar flowers](#)



6. TASTE TEST

This is quite far down the list for a reason. If you would like to sample cakes before you commit to booking, that's absolutely reasonable. Most wedding cake makers will provide a complimentary cake sample box AFTER you have booked as part of their service (as I do), but if you would like to "try before you book", it could get expensive if you haven't already narrowed it down to a few designers. Cake sample boxes take a long time to prepare and there is a cost involved to the cake maker which is why they often charge for these if ordered before booking. So limit this to a couple of boxes & you will find it easier to choose which cake you like. The taste of the cake is just as important as the look, so choose a cake designer who takes pride in this aspect too. [See to view my Cake Sample Box](#)

7. DIETARY REQUIREMENTS

If you or your guests have dietary restrictions or allergies, ensure the designer can accommodate them with gluten-free, dairy free, vegan, or other special options. For example, there is a difference between a guest who just has a preference for gluten free items to a guest who has Celiac Disease. Some cake makers will be reluctant to make cakes for guests with Celiac Disease or other allergies if they are not a “free from...” kitchen because of the risk of contamination and the insurance and strict guidelines by the Food Standards Agency. Discuss this with your cake maker to ensure they can make products which will be acceptable for your situation.



WWW.SALLYJEANWEDDINGCAKES.COM

WOULD YOU LIKE ME TO MAKE YOUR ELEGANT WEDDING CAKE?

KIND WORDS...

"THANKYOU SO MUCH FOR
MAKING OUR WEDDING
CAKE, ITS AN ABSOLUTE
WORK OF ART AND TASTES
AMAZING. YOUR AN
UNBELIEVABLE TALENT AND
WE ARE HONOURED TO
HAVE YOU BE A PART OF
OUR WEDDING "

Chris & Karyn

KIND WORDS...

ONE OF THE BEST DECISIONS
WE MADE IN THE ENTIRE
PLANNING PROCESS...
WE HAD SO MANY COMMENTS
ABOUT THE CAKE ON THE DAY!
IT WAS BEAUTIFUL AND
DELICIOUS – HER FLAVOURS
ARE TO DIE FOR!

Emma & Phil - The Daffodil

[See more 5 STAR GOOGLE REVIEWS](#)



ENQUIRE ABOUT YOUR DATE

Please click below to contact me to check my availability. I will contact you to arrange an initial chat and answer your questions.

Due to the bespoke nature of my cakes and the time & attention given to each order, I only take on a limited number of cakes per month.

[CLICK TO CHECK MY AVAILABILITY](#)