



BAKER'S BREW



## CUSTOMISED CAKES

*A guide on how to customise the best cake for your celebration with Baker's Brew*

# WELCOME

**It's nice to meet you!**

We're excited to be part of this journey with you! We've put together a comprehensive guide on how you can have the customised cake of your dreams, so we can be with you every step of the way.

We take pride in providing a highly personalised experience for all our clients. Our cake specialists will gather your ideas and translate them into one-of-a-kind sketch before bringing your cakes to life.

The product of our process is a beautiful and modern cake that's a definite highlight of your celebration.

*- Baker's Brew Team*

## OUR BRAND PROMISE

***Your celebration is ours.***

We specialise in creating the best modern and bespoke cakes that taste as good as they look. From birthdays to weddings, and every other milestone in between, our dedicated team will craft the cake of your dreams to give you an unforgettable celebration.



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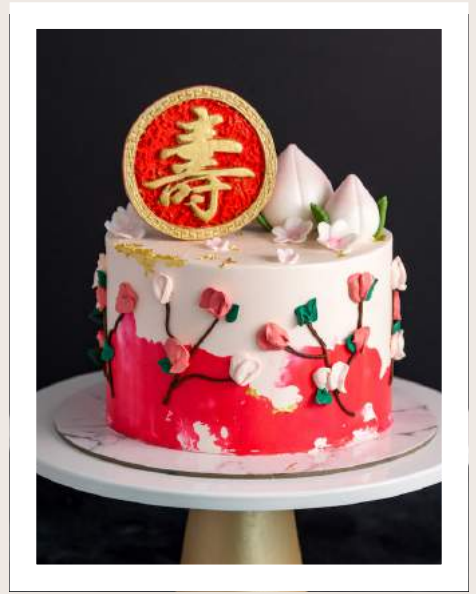
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# KIDS CAKES



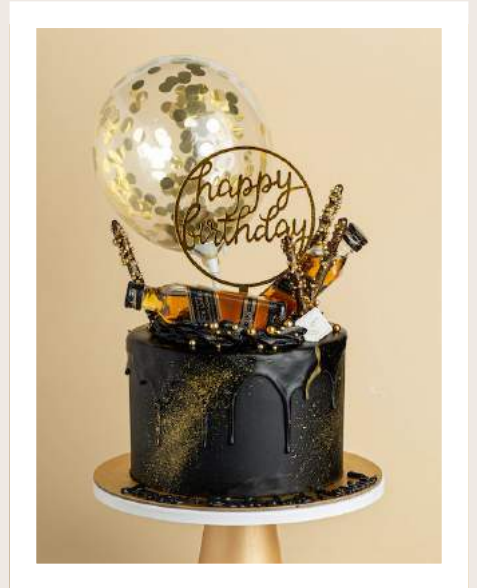
# LONGEVITY CAKES



# LADIES' CAKES

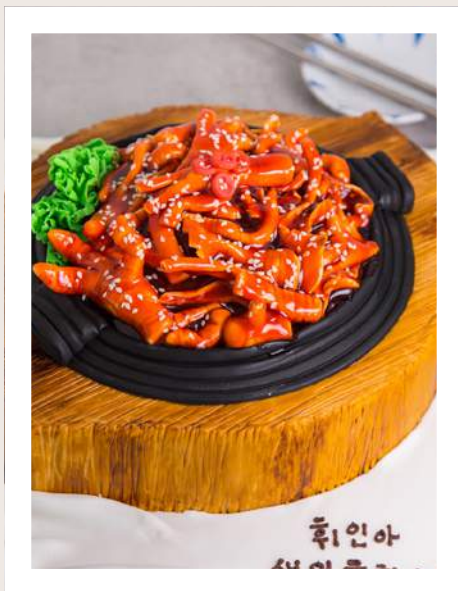
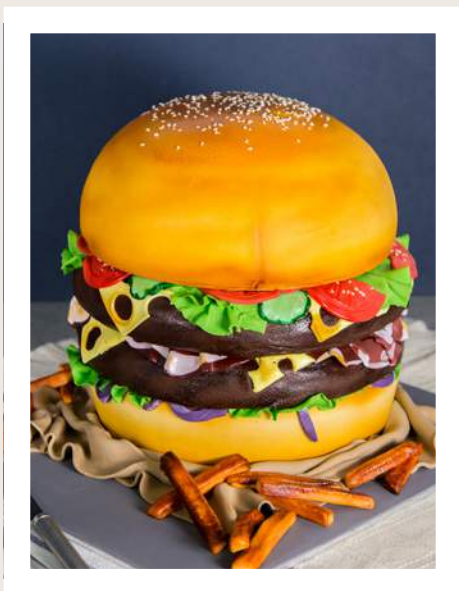
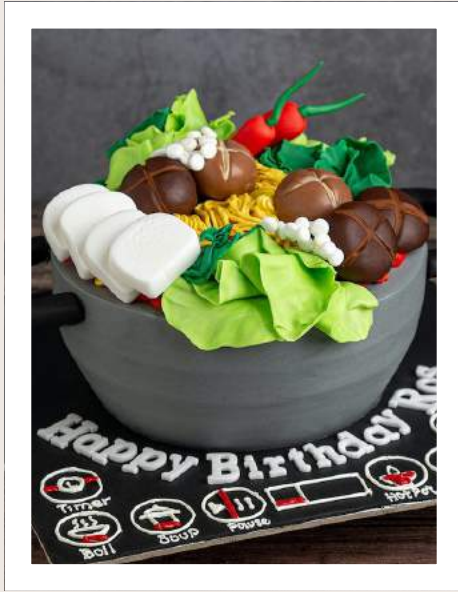


# MEN'S CAKES





# REALISTIC FOOD CAKES



# ORDERING PROCESS

From planning to execution - you can trust that our dedicated team of designers and decorators will be with you every step of the way.



01

## Let's Talk!

Who's the celebration for? What's the occasion? Theme, colours, characters - the more details, the better!

Our team will walk you through these questions and guide you so you can have the best looking cake for your celebration.



02

## Submit Google Form

Once we've ironed out all the cake details and you're ready to proceed, we'll send a Google Form to gather all the necessary details



03

## Receive Invoice

After submitting your details, we'll send you an invoice so you can make payment.



04

## Make Payment

A payment link will be sent together with your invoice. Please refer to the section below to know our current accepted methods of payment



05

## Receive Order Confirmation

That's it! Your order is confirmed. We'll send out a Payment Received e-mail as confirmation of your order.

## Payment Options



VISA

PAYNOW

# CAKE FLAVOURS

With 10 flavours to choose from – from classics to chocolates, and to the more unique, there's definitely something for everyone!



Ondeh Ondeh

Soft and moist pandan sponge, filled with fragrant gula melaka and dessicated coconut



Earl Grey Lavender

Earl grey infused sponge, filled with earl grey liquid cheese



Lychee Mango

Lychee-infused sponge, filled with mango curd and refreshing chunks of lychees



Full Chocolate

Rich chocolate sponge with a dark chocolate ganache filling



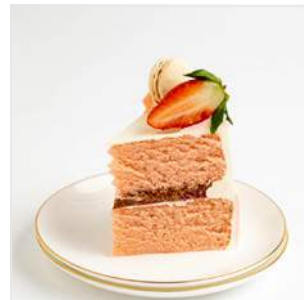
Salted Caramel Chocolate

Rich chocolate sponge with a salted caramel filling



Blissful Berries

Sponge infused with a mix of raspberries, hibiscus, and strawberries, filled with raspberry cream



Strawberry Speculoos

Strawberry sponge filled with homemade strawberry jam and crushed speculoos



Roasted Pistachio and Rose\*

Delicate roasted pistachio sponge with raspberry chunks, filled with homemade roasted pistachio cream



Rainbow Tower\*

Six layers of fluffy vanilla rainbow sponge, filled with vanilla buttercream



Vanilla

Moist vanilla sponge filled with vanilla buttercream

**Important Reminders:**

\*Additional \$15 for special flavours

# CUPCAKE FLAVOURS

With 9 flavours to choose from - from classics to chocolates, and to the more unique, there's definitely something for everyone!



Ondeh Ondeh

Soft and moist pandan sponge, filled with fragrant gula melaka and dessicated coconut



Earl Grey Lavender

Earl grey infused sponge, filled with earl grey liquid cheese



Lychee Mango

Lychee-infused sponge, filled with mango curd and refreshing chunks of lychees



Full Chocolate

Rich chocolate sponge filled with a velvety dark chocolate ganache



Salted Caramel Chocolate

Rich chocolate sponge with a salted caramel filling



Blissful Berries

Sponge infused with a mix of raspberries, hibiscus, and strawberries, filled with raspberry cream



Strawberry

Strawberry sponge filled with homemade strawberry jam



Roasted Pistachio and Rose\*

Delicate roasted pistachio sponge with raspberry chunks, filled with homemade roasted pistachio cream



Vanilla

Classic, moist, and fluffy vanilla sponge

#### Important Reminders:

- Cupcakes are available either in Box of 6 or Box of 12
- Customers can choose one flavour for Box of 6, and 2 flavours for Box of 12
- Cupcakes come in either black or white liners

\*Additional \$10 for special flavours

# CAKE SIZING GUIDE

Depending on the size of your party, it is important to choose the right size of cake to make sure there's enough cake for all your guests!

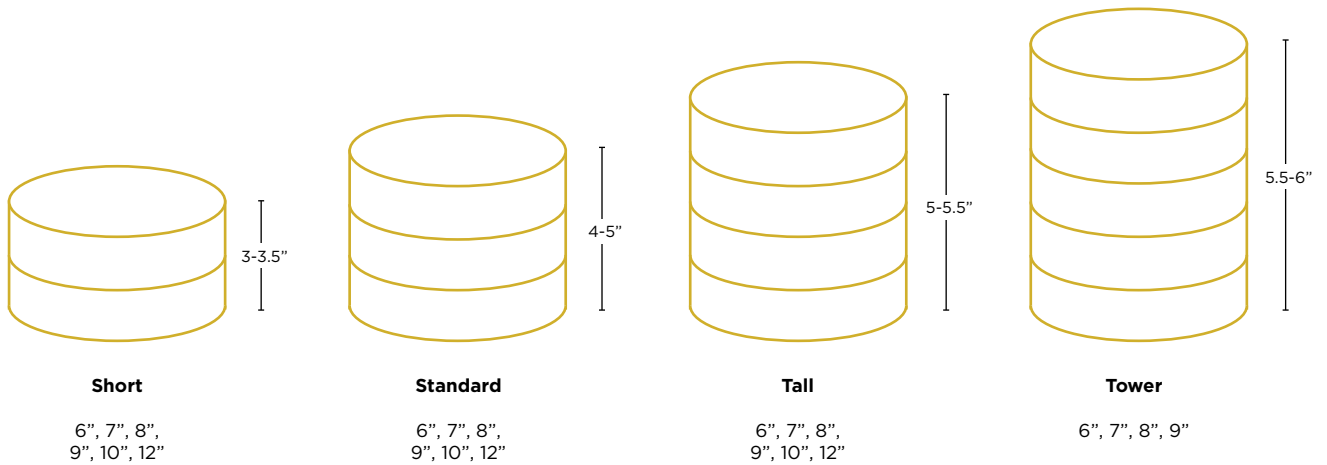
## Layers vs Tiers: What's the difference?

**Layers** refer to multiple stack sheets of cake with identical size. It can be a stack of 2 layers, stack of 3 layers and so forth. These stacked layers of cake are held together between a layer of filling or frosting.

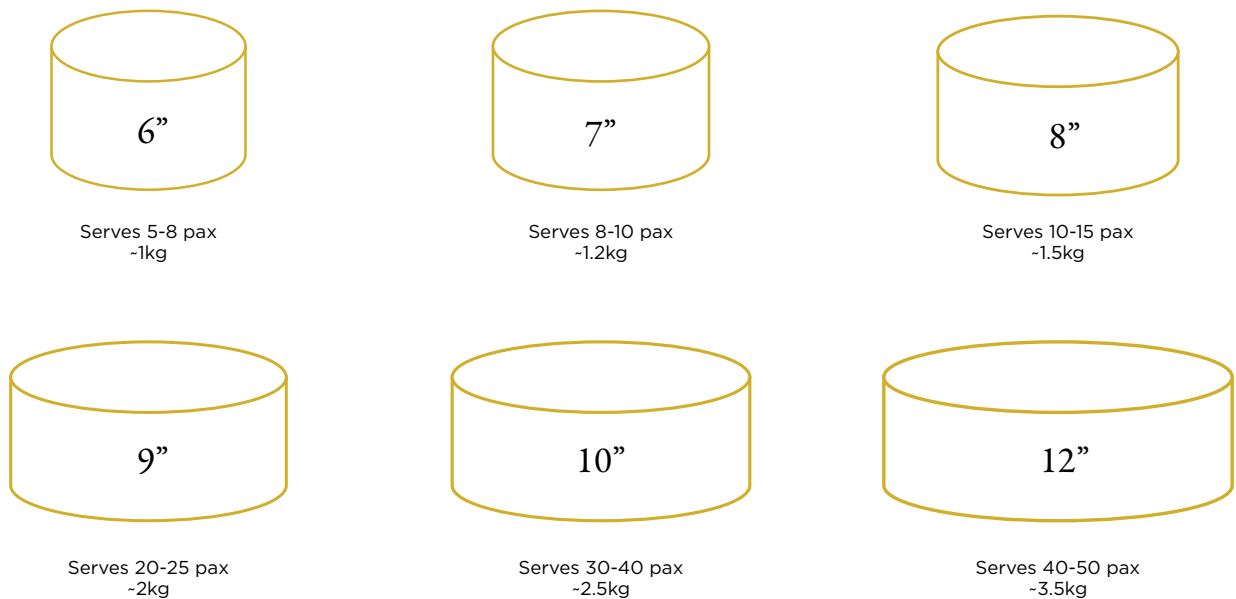
**Tiers** refer to multiple layered cakes of different sizes stacked on top of each other. Tiered cakes can be as high as 3-4 tiers or more depending on the type of structure to hold them all in place.

Square/Rectangle cakes are also available upon request.

## 1 Cake Layers

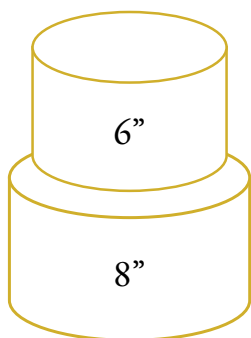


## 2 Single-tier

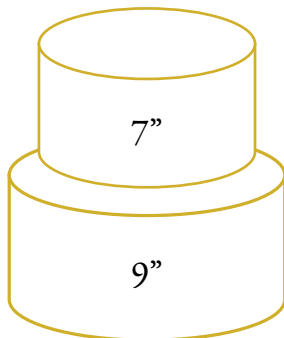


### 3 Multiple-tier

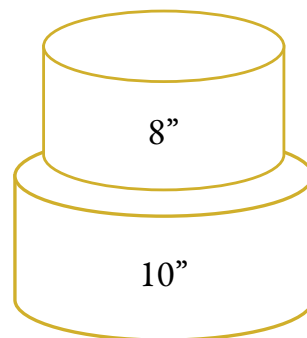
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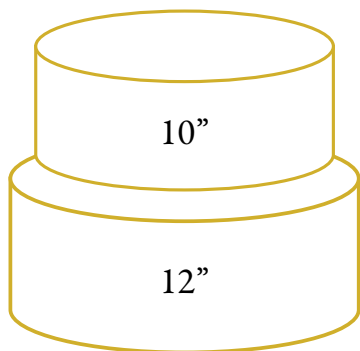
Serves 30-40 pax  
-2.5kg



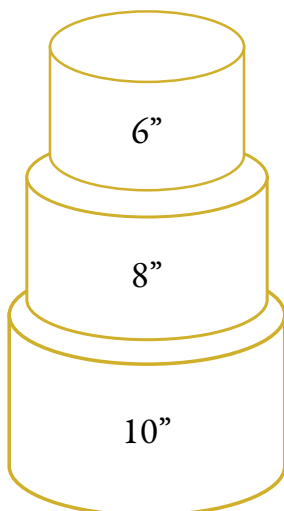
Serves 40-50pax  
-3.5kg



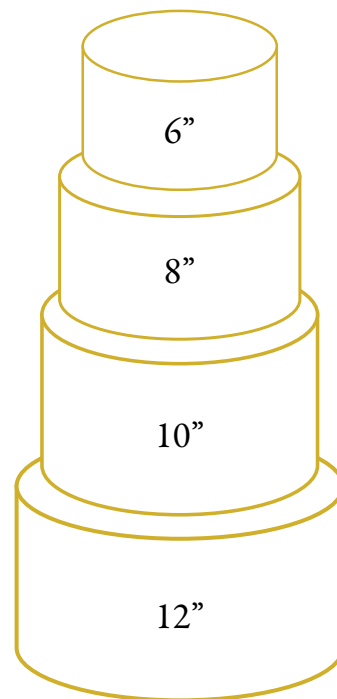
Serves 60-80 pax  
-4.5kg



Serves 100-120 pax  
-6.5kg



Serves 100-150 pax  
-6-6.5kg

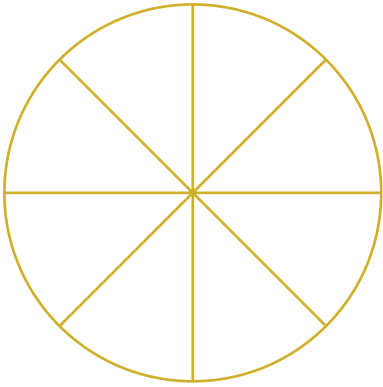


Serves 200-250 pax  
-8.5kg

# CAKE CUTTING GUIDE

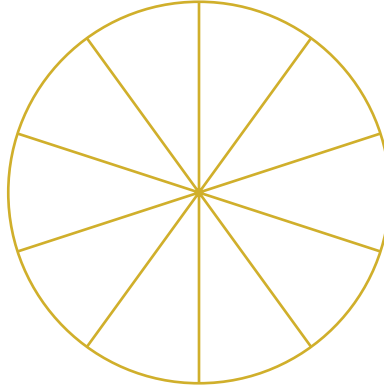
Depending on the size of your cake and the number of pax you're catering to, there are multiple ways to cut a cake to accommodate all your guests.

Use the diagrams below as reference for how to cut your cake according to the size.



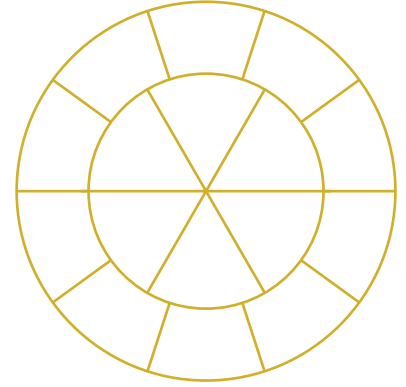
6"

Serves 6-8 pax



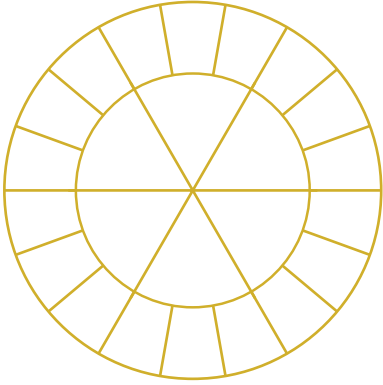
7"

Serves 8-10 pax



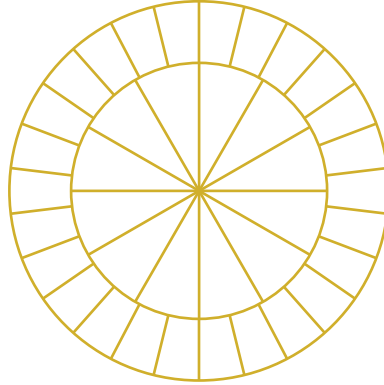
8"

Serves 10-15 pax



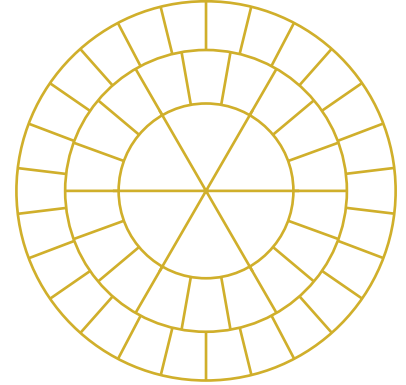
9"

Serves 20-24 pax



10"

Serves 30-40 pax



12"

Serves 40-50 pax

## General Instructions

- For cakes bigger than 7", move in two inches from the tier's outer edge; cut a circle and then slice 1-inch pieces within the circle.
- The center of each tier can be cut into 6ths or 8ths, depending on size.

# SERVING & STORAGE GUIDE`

We want you to enjoy our cakes at their best, so here's some guidelines on how to enjoy your cakes before, during, and after your celebration.

## 1 Upon receiving and storage before cake cutting

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### **Buttercream Cakes**

Buttercream-based cakes can last outside in cool aircon temperatures for about 1-1.5 hours. If your cake cutting is not within the above time frame, please have them stored in a chiller/refrigerator.

### **Fondant-based Cakes**

Fondant cakes are sturdy and can last outside in cool aircon temperatures for up to 4 hours. Refrigeration is not required but it should not be under a hot spot light/ near heated surfaces.

## 2 Serving Suggestions

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### **Buttercream Cakes**

For buttercream based cakes, if refrigeration is required before your celebration, remove from the fridge to let the buttercream thaw 30-40 mins before your cake cutting to enjoy the cake at its best!

### **Fondant-based Cakes**

For fondant based cakes, simply cut to enjoy!

## 3 Storage After Celebration

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### **Buttercream and Fondant Cakes**

Should you have any leftover cake, do transfer the slices to an air-tight container. The cakes can still be consumed within 1-2 days.

### **Fondant figurines**

Can't bear to throw them out? These figurines are made from sugar paste and you can store them in a display case once it's dried!

After the celebration, use a slightly damp paper towel to wipe down the buttercream from the base. If the topper has a skewer attached to it, use a kitchen scissors to cut the skewer off close to the base.

Thereafter, place it upright in a dry and cool area for the figurines to dry out again until the surface is dry to the touch and hard. Once the figurines are dry to the touch, store it in your desired display case. Do remember to keep them away from harsh spot lights and away from the windows.



# TERMS AND CONDITIONS

## 1 Cake Design

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### Customisation Layouts & Typefaces

We strive to ensure that each customized cake will be done to your desired outlook. Although we strive to do so, we're unable to duplicate each cake to be exactly like the reference images.

All customized cakes are delicately handcrafted by our specialist cake decorators, and there may be some variations in color, typefaces, and layouts.

### Usage of Wires/Toothpicks/Styrofoam Food Contact Materials

For 2D/3D figurines and sculptures in your design (If any), to uphold the integrity of the structure and stability during travel/delivery, our decorators follow industry practices of using food-safe wires, pillars, skewers, and/or sticks.

Our sales team will provide you advisories on its placement in the cakes and how to safely handle these food contact materials before your cake cutting and consumption.

### Fresh Floral Cakes

For fresh floral cakes (if applicable), flower selections/ colors are subjected to availability at the florist.

The sales team will advise on the availability and color choices of these fresh flowers. We will advise accordingly if there are any drastic difference/ changes

### Dark Coloured Buttercream Cakes

In order to achieve your intended design, we may need to use a considerable amount of food coloring to achieve your desired outlook. These food coloring are food safe and does not have any harmful side effects.

Dark colors like Black, Navy Blue, Red, Purple, Dark Green and other dark colors (list not exhaustive) will cause some staining to your teeth, lips and tongue during consumption.

We recommend not to consume too much of the exterior cream though it may be inevitable at times. These staining will slowly fade away with warm water, food or drinks.

Alternatively, you can check in with our friendly sales team if a full fondant base is an option for your design and we will advise on the quotation once again.

### Edible Print 2D Images

For edible print designs (If applicable), prints are all done on an edible sugar paper. The color quality may vary in saturation, brightness and sharpness as compared to the use of regular white paper.

## 2 Consumption, Storage, and Delivery

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### Buttercream Cakes, Best Consumption Method

All buttercream cakes/ cupcakes should be thawed slightly before consumption to allow the cream to soften. This will enhance the flavor and quality of the cake.

If consumption is not within 1 hour from the time of collection /delivery, please store them in the refrigerator (Chiller temperature). Remove from the fridge at least 30-40 mins before cutting/consuming. This will prevent your buttercream from cracking or breaking apart.

### Cake Delivery Details

Your cake collection details are indicated at the top of the invoice.

Kindly note that there will be **no reminder email or calls prior to your collection.**

Do refer to the invoice for the details.

## 3 Changes and/or Cancellations

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### Changes in Cake/Collection Details and/or Cancellations

All buttercream cakes/ cupcakes should be thawed slightly Should you require any further changes after payment has been made, kindly notify us at least 3 days before the date of your collection.

We are unable to make changes to the cake size/flavors/decorations nor the collection details if notification is not given within the time frame stated above.

Cancellations that are not made at least 3 days in advance will be subjected to **additional charges of up to 100%**

# READY TO ORDER?

**We're delighted to be part of your celebration!**

Send us an e-mail or drop us a WhatsApp.

**E-mail Address**

[enquiries@bakersbrew.com](mailto:enquiries@bakersbrew.com)

**WhatsApp (No calls)**

+65 8877 8870



BAKER'S BREW