

QUESTIONS TO ASK

A WEDDING

Cake Designer



CAKE DESIGNER:	
CONTACT INFO:	

Business Matters

DO YOU HAVE MY DATE AVAILABLE?:

☐ YES ☐ NO

HOW MANY WEDDING CAKES DO YOU SCHEDULE ON THE SAME DAY?:

HOW DO YOU PRICE YOUR CAKES? BY THE SLICE?:

DOES THE COST VARY DEPENDING ON THE DESIGN AND FLAVORS I CHOOSE?:

WHAT IS YOUR MINIMUM PER-PERSON CAKE COST?:

WHAT RECOMMENDATIONS CAN YOU GIVE ME TO MAXIMIZE MY BUDGET?:

DO YOU HAVE A "MENU" OF CAKES AND PRICES THAT I CAN TAKE WITH ME?:

☐

YES

☐

NO

HOW FAR IN ADVANCE SHOULD I ORDER MY CAKE?:

CAN YOU PROVIDE ME WITH 3-4 RECENT WEDDING REFERENCES?:

WHAT DO YOU DO IF THE CAKE GETS DAMAGED IN TRANSIT TO OR AT MY RECEPTION SITE?:

DO YOU PROVIDE OR RENT CAKE TOPPERS, A CAKE-CUTTING KNIFE, CAKE STANDS, ETC.? WHAT ARE THE FEES?:

WHAT ARE THE FEES FOR DELIVERY AND SETUP OF THE CAKE? DO YOU DECORATE THE CAKE TABLE, TOO?:

HOW MUCH IS THE DEPOSIT AND WHEN IS IT DUE?:

WHEN IS THE FINAL PAYMENT DUE?:

ARE THERE ANY ADDITIONAL FEES THAT I SHOULD BE AWARE OF?

WHAT IS YOUR REFUND POLICY IF FOR SOME REASON I NEED TO CANCEL MY ORDER?
WHAT IF I'M NOT HAPPY WITH THE CAKE?:

WHEN CAN I EXPECT TO RECEIVE MY CONTRACT FROM YOU?:

notes

Background Check

ARE YOU LICENSED AND
INSURED?:

☐

YES

☐

NO

HOW LONG HAVE YOU BEEN IN
BUSINESS?:

WHERE DID YOU RECEIVE YOUR
TRAINING?:

HOW MANY WEDDINGS HAVE YOU DONE?:

The Cake

DO YOU HAVE A PORTFOLIO OF YOUR WORK I CAN VIEW, AND DID YOU MAKE ALL THE CAKES IN IT?:

WHAT ARE YOUR SPECIALTIES?:

CAN YOU DESIGN A CUSTOM CAKE TO MATCH MY THEME, ATTIRE, OR COLOR PALETTE, OR DO I SELECT FROM SET DESIGNS?:

IF I PROVIDE YOU WITH A PICTURE OF WHAT I'D LIKE, CAN YOU RECREATE IT? DOES IT COST EXTRA FOR A CUSTOM DESIGN?:

I HAVE AN OLD FAMILY CAKE RECIPE. CAN YOU ADAPT IT FOR MY WEDDING CAKE DESIGN?:

IF I DON'T HAVE A CLEAR VISION OF WHAT I WOULD LIKE, CAN YOU OFFER SOME DESIGN IDEAS BASED ON MY THEME AND BUDGET?:

WHAT FLAVORS AND FILLINGS DO YOU OFFER?:

WHAT ARE THE DIFFERENT INGREDIENTS YOU TYPICALLY USE? DO YOU OFFER ALL ORGANIC OR VEGAN OPTIONS?:

DO YOU HAVE CAKE TASTINGS? IS THERE A CHARGE?:

DO YOU DO BOTH FONDANT AND BUTTERCREAM ICING? ARE THERE ANY OTHER ICING OPTIONS I SHOULD CONSIDER? WHICH DO YOU RECOMMEND FOR MY CAKE DESIGN?:

CAN YOU CREATE SUGAR PASTE, GUM PASTE, OR CHOCOLATE FLOWERS?:

IF I DECIDE TO HAVE FRESH FLOWERS ON MY CAKE WILL YOU WORK WITH MY FLORIST OR WILL YOU OBTAIN AND ARRANGE THE FLOWERS YOURSELF?:

WILL YOU PRESERVE THE TOP TIER OF MY CAKE FOR MY FIRST WEDDING ANNIVERSARY OR DO YOU PROVIDE A SPECIAL CAKE FOR THE OCCASION?:

CAN YOU MAKE A GROOM'S CAKE? IS THIS PRICED THE SAME AS A WEDDING CAKE?:

HOW MUCH IN ADVANCE OF THE WEDDING IS THE CAKE ACTUALLY MADE? DO YOU FREEZE YOUR CAKES?: *NOTE: Wedding cakes usually take at least a couple of days to make.*

Useful Tips:

- In general, you should order your cake 6-8 months prior to your wedding.
- Arrange a consultation with your potential cake designer in person, and do a tasting before you sign a contract. *NOTE: Not all cake tastings are complimentary.*
- Make sure your cake designer specializes in wedding cakes. A wedding cake is generally much more elaborate than a birthday cake from your local bakery. Your cake professional should have special training in constructing this type of cake.
- You might be able to save money by choosing one overall flavor for your cake, or by having a small cake for display and cake cutting, accompanied by a sheet cake to serve to your guests.

notes