

# WEDDING CAKE CONSULTATION FORM

Complete this checklist for each wedding cake consultation you attend. Some of your initial criteria would have been answered at initial shortlisting stage (such as availability, and if they are able to accommodate special dietary requirements) and some you can complete ahead of time by visiting their website.

You do not have to ask every single question, just ask the most relevant for you.

Date of Consultation		Time	
Name of Bakery			
Phone Number		Email Address	
Name of Cake Designer			

## FIRST IMPRESSIONS

Consider your first contact with this Cake Designer, from initial enquiry through to how they treat you at the consultation. Are they professional and helpful? Were they organised for the Consultation? What is the quality of their work on their display cakes?

## CAKE QUESTIONS

- 1. Are you a specialist Wedding Cake Maker?**  
(If possible, choose a cake designer that specialises or only does wedding cakes as they are more inclined to be fully dedicated to your cake rather than fitting in birthday cakes and other celebration cakes around your cake, which may increase the risk of cross-contamination).
- 2. How many cakes do you schedule in an average week?**  
Be wary if your cake designer takes on a lot of cakes each week, especially if it is just them in their business. Wedding cakes take a lot of time and attention to complete to a high standard and you don't want someone rushing to get your order out of the door. Most sole traders will only take on between 1 and 3 wedding cakes a week, or 1 wedding cake and a few other celebration cakes)
- 3. Do you have any particular specialties?**  
(Some cake makers are incredible at piping intricate designs, other may be great at creating realistic sugar flowers, whilst others may be good at modelling figures. If you are particularly interested in having these kinds of elements on your cake, ask to see their previous work that reflects these elements).
- 4. Will you create a bespoke design for us or do we need to choose something from your portfolio?**  
(Some bakers prefer to stick to a limited number of designs whilst others prefer creating totally bespoke cakes which are unique and individual to each couple. There are no right or wrongs on this, it totally depends on your preference. If you want a bespoke design, then it is best to go with a cake designer that offers that option).
- 5. Can you copy a cake that I've seen and set my heart on?**  
(Similar to the previous question. Some cake designers will refuse to copy a design, whilst others will copy it either exactly or tweak it to ensure it is bespoke and unique for you)



6. Do you offer allergen-free/vegan/organic/alternative diet options etc? What are they?  
(If you are definitely wanting to offer this in your cake, it is vitally important to double-check to what extent they can accommodate allergens and special dietary needs as you do not want to serve a cake as allergen-free if someone in your wedding party has a severe nut allergy, for example. Are you comfortable with their procedures for dealing with these?)
7. Do you make your cakes from scratch, bought in packet mixes or bought in ready cakes?  
(Some cake makers buy in ready-baked cakes, rather than bake the cakes themselves. This is not necessarily a bad thing, but you do need to know where your cake comes from and if their public liability insurance extends to bought in cakes).
8. When will you bake our wedding cake? Do you bake in advance and freeze?  
(Again, this is not necessarily a 'bad' thing per se, but you do want to know that they are baking specifically for you and as close to your wedding as possible, rather than stock baking and using a cake that has been in their freezer for months).
9. What cake flavours and fillings do you offer?
10. If your cake includes fresh flowers, who's responsible for ordering them? The cake maker or the florist?
11. Will the cake be ok if the weather is hot or chilly? Do you need to do anything differently to keep your cake at its best in extreme temperatures?
12. What happens if we have left over cake or we want to save the top tier? Do you provide a box for us? Can we freeze our left-over cake?
13. When should we order our wedding cake?
14. Do you allow changes after we've agreed a design?

## DELIVERY AND SET-UP

15. Do you offer Delivery to our chosen venue?
16. Is there a fee for this or is it included in the cake quote?
17. Can I collect my cake?
18. Do you set up our cake? Is there a set-up fee?
19. Are you able to decorate our cake table?



## PAYMENTS, CANCELLATION AND ASSURANCES

20. Do we need to pay a deposit? How much is that likely to be and when is it payable?
21. When is the balance due? Are you able to offer a Payment Plan?
22. What is your cancellation policy?
23. Do you offer a money back guarantee if something should happen to the cake?
24. Are you registered with your council and do you have Public Liability Insurance?  
(Ask to see copies. All food supply companies, even home bakers, have to be registered with their council. Ask them what their food hygiene rating is)
25. Can you provide me with references?
26. Can I have a copy of your Terms & Conditions?

## OTHER QUESTIONS

27. Do you hire out Cake Stands? If so, what is the cost and is a deposit required?
28. Do you provide a Cake Knife?
29. Do you offer dessert tables?
30. Do you make edible wedding favours?

(Any other questions)

## FINAL OBSERVATIONS

Consider the answers to all of your questions, along with your observations and how you felt during your consultation. Were the cake samples consistently yummy? Do you feel comfortable commissioning this designer to provide your wedding cake? If yes, pay the deposit/booking fee to reserve your date in their diary. Voila! Congratulations! All you need to do now is sit back and relax and look forward to seeing and tasting your edible work of art :)



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