

Lulu

LULU CAKE BOUTIQUE

NEW YORK





*A wedding cake is not just a cake  
- it's a collaboration.*

*A collaboration between  
your imagination and our expertise  
- in good taste, always.*

*Here's what to expect when you choose  
Lulu Cake Boutique  
as your trusted taste buddy.*





## PRICING

Prices depend on the amount of servings and complexity of the design. Wedding and custom cakes start at \$8.50 a serving for tiered cakes finished in buttercream, and at \$9.50 a serving for cakes covered in fondant.

Back-up or “satellite” cakes cost \$5 per serving. These back-up buttercream-topped sheet cakes are cut in the kitchen to supplement your grand display cake. They also lower the average cost per serving. We typically don’t offer satellite sheet cakes for tiered cakes serving fewer than 50 guests.





## AVAILABILITY

We usually book custom cakes 3-6 months in advance, but during more popular seasons, we often book up to a year in advance. Sometimes we are able to create a custom or wedding cake on short notice, but we suggest ordering sooner rather than later. Also, we cannot guarantee a date for your celebration without a deposit or tasting-kit purchase.







## TASTING

Have your cake and eat it too! We have two options available for cake tasting— in-person tastings at our cake studio or a tasting kit to-go for pickup or delivery.

### IN-PERSON STUDIO TASTINGS

Most tastings are can be cheduled at our Scarsdale cake studio on Wednesdays-Saturdays from 10 a.m. to 3 p.m. and Sundays from 10 a.m. to 1 p.m. Our Manhattan tasting salon is reserved for cakes with estimates over \$5,000.

We offer four flavors (served in slices) to select from our menu to try in person. Additionally, while in person, we can go over cake design options, budget and pricing. The tastings cost \$75, which is fully credited towards the purchase of any tiered cake valued over \$500.

### TASTING KITS

We also offer cake tasting kits for delivery or for pickup to go. As with the in-person studio tastings, you may select up to four flavors to try. We will then craft four generously portioned mini cakes for you to try at your leisure.

We find that most couples prefer this option because they are able to “graze” the different flavors and have more time to make a decision. You can even have a cake-tasting party and invite your friends and family to help with the decision-making!

Just like the studio tastings, when ordering a tasting kit, and your cake purchase exceeds \$500, the entire \$75 tasting-kit fee gets applied toward the purchase of your wedding cake —and the date is guaranteed!

For smaller events (less than \$500), you may order the \$50 tasting kit, though that fee is not credited towards a purchase.



If you want to schedule an in-person studio tasting or order a tasting kit to go—please click [here](#).

Or you can call us Wednesday - Sunday between the hours of 10 a.m. to 2 p.m. to order your kit or call us with any cake related questions. Please note we are closed Mondays and Tuesdays.

After you've completed your tasting, we'd be happy to schedule a design consultation either in person, remotely via Zoom or by email, or a combination of any of the above.

Last but not least, as much as we love meeting clients in person, we can always work our magic via phone, Zoom and e-mail.





# OUR STEP-BY-STEP GUIDE TO ORDERING YOUR WEDDING CAKE

## SECURE YOUR DATE

There are several ways to guarantee your wedding date with us. If we are available for your date, one option would be to leave a \$100 nonrefundable deposit by sending in a check or calling in your credit card. Another way would be to order a tasting kit (to go or for delivery), or schedule an in-person cake tasting.

## SELECT YOUR FLAVOR

Once you've completed your tasting (whether via tasting kit or in person) we will hold your wedding date for two weeks. Next, kindly let us know your cake flavor selection in writing or in person and we will proceed with designing your cake.

## DESIGNING YOUR CAKE

Now for the fun part. Designing your cake could be as simple as selecting an image--it can be from our website, social media, a magazine, a Pinterest board or any other elements that may inspire us. You can even share with us images of your wedding invitations, table settings and linens, a bridal gown, floral arrangements, the bride's bouquet, a monogram--don't be afraid to get creative!

If you wish to replicate, simplify, or modify an existing cake design, we can probably get away with working remotely, via phone, email, FaceTime or Zoom/Google Meet. (But if you still wish to meet in person, that's fine too!)

For clients who are looking for a more intricate design--such as a cake with certain elements from scratch, or one where you ask us to make significant modifications to an existing design, we'd suggest meeting in person or live via Zoom, FaceTime or Google Meet. If you are scheduling an in-person tasting, this would be an ideal time to seize the opportunity and have a design consultation.

If you aren't sure which design process suits you best, we'd be happy to hop on a call, or you can email us your design thoughts and we can help you determine whether it makes more sense to proceed remotely or do a live in-person consultation. We usually request all design changes to be finalized at least one month prior to your wedding date.

## LOGISTICS

Once we've agreed on your flavor and your design, we will begin our administrative planning and creative process. We will start by executing a pro-forma contract based on your estimated guest count. Behind the scenes, we will be working on scheduling the delivery of your precious cargo, coordinating the day's logistics with your venue, your event planner/event manager, and our own delivery staff. We'll also secure a Certificate of Insurance and follow other requirements and protocols that your venue might have.

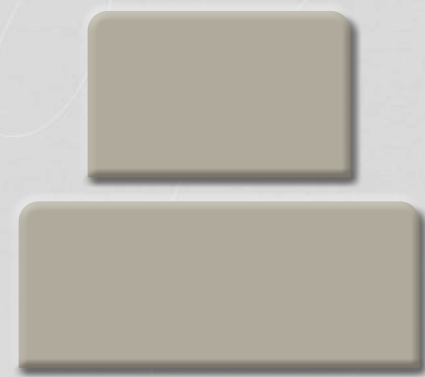
## FINAL CONTRACT

Two weeks prior to the wedding, your final guest count will be due. Once we have your count, your final balance will also be due. Congratulations! Now you can sit back, relax, and wait for our trusty driver to deliver your cake on your big day!





# WEDDING CAKE SIZE CHART



**2 TIER**

Serves 30 - 60



**3 TIER**

Serves 60 - 140



**4 TIER**

Serves 150 - 200



**5 TIER**

Serves 200 - 275



**6 TIER**

Serves 275 - 350



# FAQ'S

## **Do you offer vegan or gluten free cakes?**

For a minimum of 50 servings we can offer vegan and/or gluten-free selections as a tiered wedding cake option. These packages start at \$10 a serving and up for a tiered wedding cake. However, most couples in these instances, choose a simple, no-fuss vegan or gluten-free side cake to accommodate guests with dietary restrictions. They usually starts at flat rate of \$75 for a side cake serving serving 12-15. We find this to be the most common solution for accommodating a food allergy without serving your entire audience a slice of dietary restriction cake. If the bride or groom happen to have any dietary restrictions, we could create a matching miniature wedding side cake for ceremonial cutting purposes or sometimes, we can make one of the cutting tiers on the wedding cake vegan/gluten-free.

## **Are you a nut free facility?**

We are not a certified nut-free facility, therefore, legally, we cannot guarantee a certified nut-free cake. However, we go through extreme caution when preparing in the kitchen to the best of our ability when it comes to preventing cross-contamination. Our usual protocol for orders that are flagged for nut allergies involve preparing and decorating such cakes at the start of the day, before any other cake ingredients are exposed to anything any potential allergens. Once complete, these cakes are fully boxed and sealed for extra measure.

## **Are you Kosher?**

We are Kosher Dairy, certified by Rabbi Adam Baldachin of Shaarei Tikvah. Our Brooklyn location offers Kosher Parve cakes. For Kosher Pareve cakes, we usually suggest booking at least one year in advance.

## **What is the difference Buttercream vs fondant?**

Buttercream cakes are covered with our signature Italian buttercream recipe: organic egg whites, butter from Upstate farms, sugar, sea salt and Singing Dog Vanilla. Less-sweet than most American buttercreams, this light and creamy frosting serves as the foundation for all of our buttercream cakes. Because of its fluffy, airy texture, there are a few limitations on designing a cake with buttercream. We usually shy away from concentrated, dark/ deep colored exteriors when working with buttercream as it can often stain. A few swaths of deep color here and there are manageable, but we don't suggest covering an entire cake in navy blue, for example. Additionally, the patterns on a buttercream cake are limited to textures that we can execute with that medium such as: swirls, pleated rows, spackle or stucco effects, Swiss or single dots, vintage Lameth-style piping or a simply modern, smooth finish with a piped beaded trim or clean bands of sugar ribbon. Fresh or sugar flowers can be placed on buttercream cakes usually without issue. Kindly browse our buttercream cake selections for ideas on patterns, texture and overall design.

Our fondant cakes are created by delicately placing rolled fondant over a cake that has been crumb-coated with a light layer of our signature buttercream. This thin layer of fondant will yield a smooth, porcelain like finish and is ideal if your end goal is either a deep, dark or bright colored exterior color, incorporating a lot of metallics, envisioning intricate patterns and designs, quilting and ruffles, and heavy sugar floral coverage. Our imported fondant is soft, with a pleasant melt-in-your mouth texture, delectable in taste, and much less sweet than the domestic fondant that appears on most wedding cakes. However, since the coverage of fondant is relatively thin, and just a small portion of each cake slice will have some fondant on it, your decision to select buttercream over fondant should not be motivated by taste, more so than your design. Ask us to try a sample on one of your tasting cakes if you wish!

## **May we customize our own flavors and how many flavors may we choose for our wedding cake?**

Our recipes are tried and true and are a cumulative result of crafting wedding cakes for over 20 years. Therefore, we usually like to stick with what works. We will gladly modify our existing cake flavors within reason, so long as the final product exceeds our own expectations when it comes to taste. If you have a request for a flavor not available, please inquire about the possibility of it being an option. We usually shy away from family recipes as they aren't meant for scaling up for the masses.

We suggest selecting one flavor for your wedding cake, and no more than two, if you're having a hard time to decide. Selecting more than 2 flavors can complicate things for service.

## **What if we want a chocolate cake? Will it be brown on the exterior? We really want a white wedding cake so should we select flavors based on what color we want the cake to look like?**

This is a very common question with a very simple answer: no matter what flavor you select for the inside of your wedding cake, the outside of your wedding can be white. Or any other color for that matter.

## **What are the different options for placing flowers on our cake?**

There are several options for applying flowers to your cake.

The first, and more cost effective option is to have your florist place fresh flowers on your cake. We don't apply fresh flowers at the bakery because they usually start to wilt if placed too early; therefore, we suggest having your florist apply them prior to the reception. We'd be happy to partner with your florist, should they need some direction.

Another option to elevate your cake would be to have us craft your flowers out of sugar. With intricately hand-crafted petals, wired together and color-dusted to perfection, our sugar flowers are an exquisite artisanal touch to any wedding cake. We usually require at least 4-6 weeks notice to craft sugar flowers, however we often keep popular varieties and colors in stock. The average cost of sugar flowers run \$75-150 for several clusters on a cake to \$500 and up for a full floral cascade of flowers. The sugar flowers are a real treat for any flower girl, or you can save your flowers forever by preserving them as a keepsake.

Lastly, we also craft old fashioned buttercream flowers. While not as intricate in detail, buttercream flowers are a simple, classic way to add pops of color and texture to your design in a more cost-friendly way. Buttercream flowers usually work well with pastel colors, and particular varieties: roses, hydrangea, lilly of the valley, poppy and anemone, sweet pea and most greenery.

## **Should we save the top tier of our wedding cake for our anniversary or serve it at our wedding?**

If you're ordering a wedding cake that is 3 tiers or larger, we offer a complimentary anniversary tier one year later, so there's no need to save your top tier and waste your precious freezer real estate— Just reach out as your anniversary date approaches and we will have one ready for you.

## **How big will my cake be?**

Please refer to our tiered cake chart that includes the variable number of servings and how many tiers those servings will yield.

## **How much cake should we order/ does everybody eat the cake?**

We truly feel that having enough cake for all your guests is probably your safest bet. Running out of wedding cake on your wedding day is not a good look. And while it's true that there are folks who don't eat a bad-tasting wedding cake, those very people are those ones who go back for seconds if it's a delicious wedding cake! Therefore, we can't answer this question with some random formula for ordering cake. We simply suggest ordering for everyone and if there's extra cake, I'm sure your hardworking vendors and Maitre D staff will be extremely appreciative!

## **Do I need a cake stand?**

Our wedding cakes come on finished cake boards. A cake stand isn't necessary, but if you want to add some drama and a little height to the cake, we'd be happy to steer you in the right direction for ordering a cake stand from your party rental company should your caterer not supply one on your wedding day. They are also available for purchase on Amazon, eBay and other online sellers, our favorite being Sarah's Stands.

## **When do you make/ deliver the cakes?**

All cakes are baked, filled, stacked and finished the night before your wedding. Decorations for the cake ( sugar flowers, figurines, monograms, etc) are typically crafted weeks before your event.

We deliver our wedding cakes the day of your wedding. Our delivery fees are based on distance, time of day, traffic patternsand other pertinent logistics.

## **Do you make fake or dummy cakes?**

Typically, it's the work that goes into crafting a cake that costs more than the cake itself, so we don't make fake cakes. Styrofoam is also bad for the planet!