



# Cakes by Drew

Wedding Cake  
Information Booklet

2025



Cakes by Drew is a multi-award winning cake design studio specialising exclusively in modern buttercream celebration cakes. Our cakes are expertly created by Drew, a chef with over 15 years of industry expertise across fine dining, French & Italian patisserie and event management. Drew brings a passion for refined, sophisticated flavours and bold modern design to each cake, with a desire to foster a seamless and professional process from start to finish.

-

*Thank you for considering Cakes by Drew for your wedding -  
I would be delighted to create a cake for your special day!*

*I've put this booklet together to help you better understand where my prices come from, what to expect during the design process, my flavours and so you can get a rough estimate of your wedding cake costs to help make better informed decisions to fit your budget. I encourage you to be upfront about your cake budget when we speak so I can work with you to design a cake that's right for you, both in terms of design but also price.*

*Please take your time to consider all the options outlined within and do not hesitate to get in contact if you have any further questions or when you're ready to begin the design process.*

-

*Firstly, be sure to check our wedding cake availability calendar to make sure I am available for your specific date (this is kept up to date on our website). I do my best to be available to all couples but peak seasons may book out early.*

*Please allow at least a month (4 weeks) for the cake designing process to take place. I do however book out quickly during the peak wedding seasons (September - November & February - April) so encourage you to book early to avoid missing out! If you need a cake sooner than 4 weeks, please get in touch asap to discuss your options.*

*If you haven't already, now is a great time to order a Cake Tasting Box! These are offered every 3 months. The next tasting date will be available to preorder now on our website:  
[cakesbydrew.com/taste](https://cakesbydrew.com/taste)*

# - The Process -

## **Deposit & Initial consultation**

Once you decide to proceed with Cakes by Drew as your cake designer, I will arrange an initial consultation to start your design and prepare a formal quote. I ask for a deposit (usually 20%) upfront to secure your booking date and formalise the commitment to you.

*This consultation can be over email or face to face (either in person or via zoom). I recommend making the time for an in person consultation as I find this is the easiest way to share ideas and get a solid quote in place. We will discuss your size options, wedding location, budget and begin a rough design. You will then be provided with a written quote and arrange for the deposit to be paid.*

## **The Design**

Once you have accepted the quote and paid your deposit, I will begin creating your design. This may include an additional face to face consultation, however I find this can mostly be achieved via email. I may prepare a mock up of the design if required (especially for more complex designs), allowing you the chance to visualise and to make any changes before committing to the final design. If you have any photos for inspiration, send them now to help with this process.

*While I am happy to take inspiration from photos I will not directly copy another bakers design.*

Why not leave everything to me? Sometimes the best approach is to leave it to the experts! If you don't have a set idea of what it is you're after, let me know so I can create a design for you based on your styling theme, colours and general 'vibe'.

## **Flavours**

There is no rush to select flavours and I encourage you to get creative with your options. Tasting boxes are prepared throughout the year with a rotating selection of my favourite and most popular combinations to help you make a choice. These can be pre-ordered via my website - [www.cakesbydrew.com/taste](http://www.cakesbydrew.com/taste).

I pride myself on being able to create amazingly individualised flavour combinations. The standard offerings can be mixed and matched into a multitude of custom combinations, however it doesn't end there! If you can't see something you like or would like something a little more unique, let me know because I might be able to do a custom flavour profile for you!

If you are having difficulty narrowing flavours down, I often find it helpful to work backwards from your favourite dessert (think lemon meringue pie, creme brûlée or rhubarb crumble)!

There is an extensive list of flavours further in this booklet.

## Changes

I welcome you making changes to the design wherever needed. Occasionally there may be additional costs involved depending on what is changing, however this will always be communicated if applicable. Similarly, when plans change, you may need to change the wedding date or size of the cake. I try to be as flexible as possible in these circumstances but cannot guarantee availability for these changes.

Please see the terms and conditions for further information on this topic.

## Final Confirmation

The final confirmation of your order is required 4 weeks before your booked wedding date. At this time, all decisions must be finalised including size, flavours, design, delivery locations etc. The remaining balance is now due and must be paid in full.

Unfortunately, failure to pay by the due to date will result in your order being cancelled (and we don't want that!). I will remind you a week before the due date if I haven't already heard from you.

Once your booking is finalised and balance paid, all you have to do is relax as I will take it from there. I will coordinate with any necessary vendors and venues to ensure your cake is delivered, set up and ready for you on the day.

*Be sure to also read our Terms and Conditions for important information regarding cancellations and changes to orders after the above deadline. By placing an order (in this case payment of a deposit) you agree in full to our T&Cs.*

## Payments

Payment can be made in a variety of ways that best suit you (transaction fees may apply).

**I prefer bank transfer for all payments** but also accept cash, all major credit/debit cards either in person or via a secure online portal (1.9% surcharge), PayPal (2.7% surcharge) and Afterpay (6% surcharge). No transaction fees apply to direct bank transfer or cash payments.

My standard payment terms are 20% non-refundable deposit upfront to secure your booking with the remaining balance due 4 weeks prior to fulfilment. You are welcome to pay in instalments, upfront or at any time before the due dates. If ordering less than 28 days in advance, then the full balance is due upfront.

**SPECIAL OFFER! Save 10% If you book and pay for your entire wedding cake upfront!**

*(Bookings must be between 2 and 12 months in advance and are non refundable. Additional T&Cs apply.)*

# - Cake Size, Serving Numbers & Average Price -

Cake Size (Diameter)	No. of Tiers	Number of Serves		Price (average) (inc GST)
		Coffee	Dessert	
6"	1	45	25	\$200
7"	1	60	35	\$280
8"	1	85	45	\$360
7/5"	2	95	50	\$500
8/6"	2	135	75	\$675
9/7"	2	185	90	\$800
8/6/4"	3	155	85	\$850
9/7/5"	3	215	100	\$900
10/8/6"	3	280	150	\$1,200
11/9/7"	3	360	175	\$1,400
11/9/7/5"	4	395	190	\$1,600
12/10/8/6"	4	510	260	\$2,200

The above tiers are approximately 20-25cm high and consist of 4 layers of cake. This is my standard height for all my cake tiers.

All sizes mentioned are round.

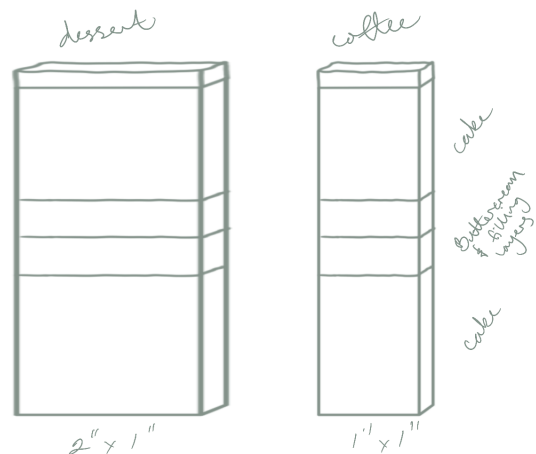
Square, or other shaped tiers available upon request. Serving sizes and prices will differ to those above.

(When referring to my tier heights, Half = 2 layers, Standard = 4 layers, Tall = 6 layers.)

Serving sizes are industry standard and are as follows:

Dessert serve - 1" x 2" x 2 cake layers (2.5 x 5cm)  
Coffee serve - 1" x 1" x 2 cake layers (2.5 x 2.5cm)

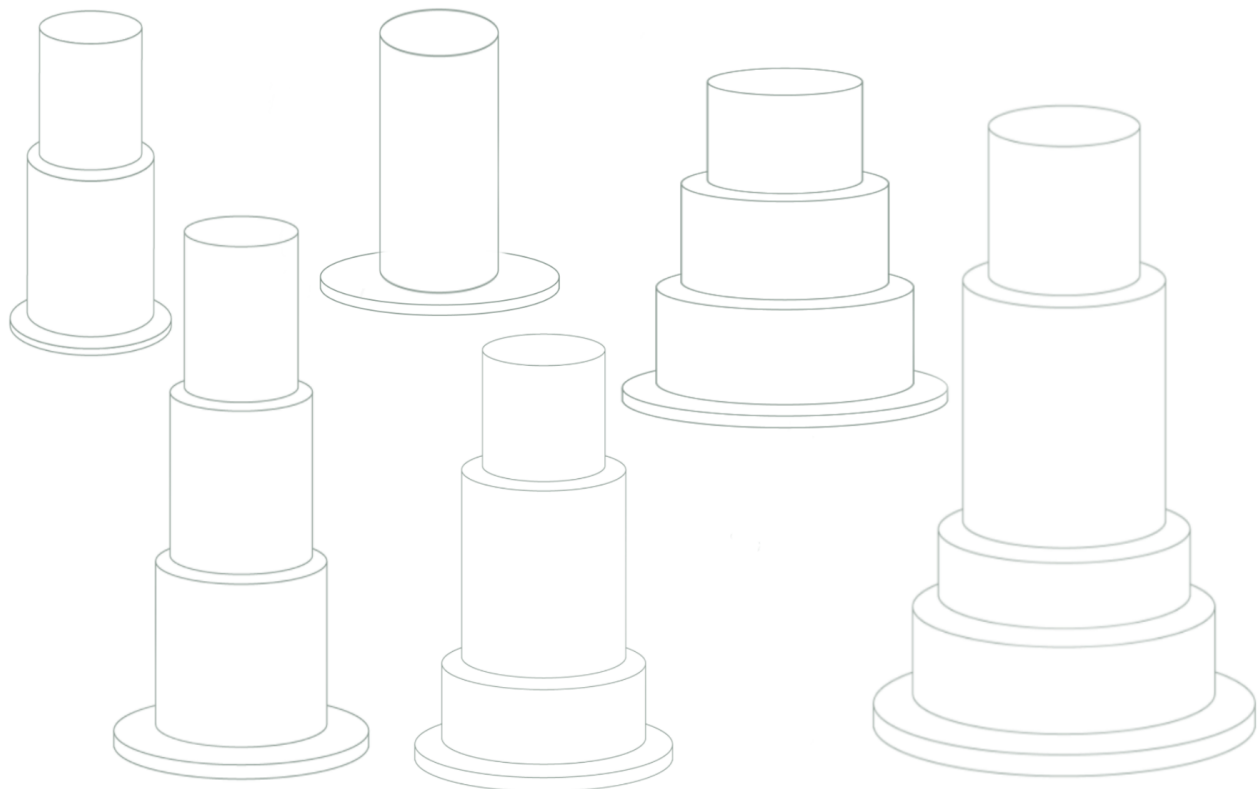
For most weddings, I find the dessert sized serves to be the most appropriate and I consider this to be my standard serving size. However when needing to serve a large numbers of guests or if you're working with a tighter budget, the coffee sized serves can be a great alternative. Generally speaking, if your cake is for dessert then go with dessert serves, but if your cake is in addition to dessert, opt for coffee serves.



## Custom tier heights & combinations

Prices and serving numbers will vary depending on the tier size and configuration chosen. I've included a few examples below. It is virtually limitless how these tiers can be assembled to create different cake sizes and shapes!

<b>Cake Size</b>	<b>No. of Tiers</b>	<b>Number of Serves</b>		<b>Price (average)</b>
<i>(Diameter)</i>		<i>Coffee</i>	<i>Dessert</i>	<i>(inc GST)</i>
<b>Tall 6"</b>	1	65	40	\$350
<i>Tall single tier cake, perfect for smaller weddings without compromising on the height.</i>				
<b>Half 11" / tall 7"/half 5"</b>	3	200	100	\$1,000
<i>This design creates a very modern look with the irregular tier proportions.</i>				
<b>Std 11/8/5"</b>	3	295	150	\$1,350
<i>A 3 tier cake with an exaggerated difference in each tier diameter.</i>				
<b>Half 12/10/8/6"</b>	4	250	130	\$1,100
<i>With the smaller 'half height' tiers, this cake becomes shorter and wider.</i> <i>It is a more traditional style cake design.</i>				



*Examples of different tier heights & combinations.*

## -Additional Costs -

The prices set out in the table above are the average prices for those sizes. The price includes your personalised design consultation, basic buttercream design work, all flavour options, including having each tier a different flavour and local delivery. More elaborate designs, or those requiring specialty items may incur additional costs, outlined below.

*All prices listed are approximate and should be used as a rough guide only. As each cake is uniquely designed and priced accordingly, price variations from those stated may occur on your official quote. All prices include GST.*

### **Delivery, onsite set up and pickup**

Delivery is highly recommended for all wedding cakes as it ensures your cake arrives safely, on time and is set up professionally.

Pickup is available however this may limit your design and size options. Unfortunately, I cannot be held responsible for, nor be available to fix any damage that may occur when transporting a cake yourself!

I am available to deliver across the Central West & beyond as required.

Delivery to locations more than 4 hours away is absolutely possible but requires additional travel considerations like an overnight stay & access to kitchen/cold storage. Be aware that delivery fees for this can be quite high.

### **Local delivery (within ~30 minutes from our kitchen incl. all local wineries/venues)**

*Included in the prices above for all cakes that are fully decorated and can be quickly dropped off at the venue without requiring further setup or decorations.*

### **Delivery & set up**

*Applicable for delivery to locations 30+ mins away, tired cakes that require onsite assembly, or when florals or other decorations are supplied by a 3rd party to be arranged by us onsite. Includes return travel time and any time required onsite for setup and decorating.*

\$50 for the first hour then \$25 per 30 minute interval thereafter (minimum charge, \$50)

### **Common delivery & set up fees by location**

Orange \$50

Blayney/Molong \$100

Bathurst \$150

Cowra \$150

Dubbo \$200

Wladara Farm, Edith \$200

Seclusions, Rydal \$200

Mudgee \$250

Blue Mountains \$300

Sydney \$500

### **Cake stand hire**

\$125 per event. This includes a \$100 refundable security deposit.

*You are responsible for returning the stand to us within 72 hours. A fee of \$25 per day will be deducted from the deposit for each day after the initial 72 hour hire period applies. Breakages or non returned stands will forfeit the total deposit.*

## Florals

By far one of the most popular additions to a wedding cake is a stunning floral arrangement.

It is best to order extra flowers from your florist for the cake as this ensures a completely consistent theme across the wedding cake, bouquet and display arrangements. Plus it is often more cost effective as they're able to order in bulk and access wholesale prices I cannot.

Some florists prefer to arrange and place the cake flowers themselves however, I would prefer to place the flowers myself. This is to ensure proper floral and food safety practices are maintained while also ensuring my high, quality design standards are met and match with your expectations. It is often best when the florist can coordinate a time on the day to meet onsite and set up together. (Don't worry I can organise this with them!)

The local florist I highly recommend and work with regularly is Sarah and her team at Bespoke Country Weddings.

Alternatively, you can leave everything to me. I will source florals from preferred local suppliers based on the design brief. Just be aware that they may not be consistent with the rest of your arrangements (noting seasonal variations in availability and fluctuating market prices).

I charge for the expected time it takes to safely prepare and arrange florals as part of the delivery & set up fee listed above. For a moderately sized arrangement, it takes about an hour onsite.

**Fresh florals (when supplied by us):** varies, based on variety and quantity required. As a general guide, allow about \$80+ for a reasonable arrangement.

**Freeze dried edible florals:** varies greatly on quantity required, from \$30.

**Dried florals,** from \$40 for a standard arrangement.

## Deluxe buttercream work & other design elements

Varies on complexity of design and quantity/type of extras.

Deluxe buttercream work refers to complex and detailed piping or painted designs.

Extras may include gold leaf, macarons, meringue, dried fruits, edible paints, fake floral/foilage, wafer/rice paper and chocolate details.

## Cake toppers

Flat fee of \$50 per custom topper supplied by us, to your specifications.

I do encourage you however to source a topper for yourself and are happy to recommend reputable suppliers.



# - Flavour List -

When choosing a flavour combination, start with the cake and buttercream flavours (left side). To add complexity and build a richer flavour, you can add additional layers or mix ins (right side). The choices you make do not affect the outside design plus most dietary requirements can be catered for.

## **Cake**

Vanilla  
Chocolate  
Red Velvet  
Caramel  
Lemon  
Coconut  
Blueberry & Lemon  
Raspberry  
Banana  
Apple & Cinnamon  
Carrot  
Sticky Date  
Hummingbird  
Matcha  
Mixed Spice  
Espresso  
Earl Grey

## **Buttercream**

Vanilla  
Chocolate  
White Chocolate  
Caramel  
Coffee  
Oreo  
Spread (eg Nutella, Biscoff)  
Nut Butter (eg peanut, pistachio, almond)  
Burnt Butter  
Brown Sugar  
Cream Cheese  
Herbs/spices (eg thyme, lavender, peppermint, cinnamon, lemon myrtle, wattle seed)  
Tea (eg earl grey, matcha, chai)  
Fruit (eg lemon, raspberry, passionfruit)

## **Fruit Layers**

Curds (lemon, passionfruit, orange, pineapple etc)  
Spiced Apples  
Roasted Rhubarb  
Poached Pears  
Caramelised Banana  
Jams (apricot, orange, fig, finger lime, plum etc)  
Berry Compote (mixed, raspberry, blueberry etc) .  
Macerated Strawberries  
Morello Cherries

## **Crème/Ganache/Sauce Layers**

Vanilla  
Coffee  
Chocolate (dark, white etc)  
Salted Caramel  
Honey  
+ Infusions (eg thyme, lavender, chilli, peppermint, cinnamon, lemon myrtle, wattle seed, earl grey, matcha, chai, fruits, nuts)  
+ Booze (Baileys, spiced rum, bourbon, red wine etc)

## **Mix ins**

Crushed Nuts (hazelnut, peanut, pecan etc)  
Crushed Cookies (eg Oreos, Biscoff)  
Toasted Coconut Flakes  
Meringue  
Praline/brittle (mixed, single nut etc)  
Honeycomb  
Choc Chips  
Freeze Dried Fruit

*It is worth noting that my cakes are not a sponge or mud cake but lie between the two in terms of texture/denseness and moistness. This is down to both my personal preference and suitability to structural stability when creating tall tiered cakes. Depending on what you're used to, my cakes might look/feel/taste different to what you're expecting. If you have any questions about this do not hesitate to ask and I will be happy to explain in more detail and of course, I recommend getting a tasting box!*

## - Flavour Combos -

*This is just a fraction of what is possible and each of these combinations are built by mixing and matching elements from each of the categories on the previous page. There are plenty more possibilities and I'm always open to suggestions. Things like seasonal fruits, or season specific flavour combinations are also a really fun way to further personalise your cake.*

**Cookies and Cream** - Chocolate cake, vanilla creme patisserie, crushed Oreo cookies & Oreo buttercream.

**Snickers** - Chocolate cake, ganache and salted caramel, crushed roasted peanuts & peanut buttercream.

**Salted Caramel** - Caramel cake, salted caramel sauce & caramel buttercream.

**Raspberry Cheesecake** - Red velvet cake, cream cheese & raspberry filling & fresh raspberries.

**Strawberries and Cream** - Vanilla cake, vanilla creme patisserie, strawberry filling and fresh strawberries.

**Apple Pie** - Vanilla cake, spiced apple jam, vanilla creme patisserie & biscoff buttercream.

**Passionfruit & Coconut** - Coconut cake, passionfruit curd, toasted coconut flakes & passionfruit buttercream.

**Blueberry Matcha** - Matcha cake, white chocolate buttercream, white choc ganache, blueberry compote, fresh blueberries.

**Fireball Choc** - Cinnamon chocolate cake, chilli-choc ganache & cinnamon buttercream.

**Caramel Biscoff** - Caramel cake, white chocolate ganache, biscoff cookie chunks & biscoff buttercream.

**Lemon Meringue** - Lemon, lemon & blueberry or vanilla cake, lemon curd, meringue.

**Hummingbird** - Hummingbird cake, pineapple curd, cream cheese buttercream & pistachios.

**Violet Crumble** - Chocolate cake, vanilla cream patisserie, crushed honeycomb pieces & chocolate ganache.

**Jaffa** - Choc-orange cake, orange curd, chocolate and orange-infused buttercream.

**Black Forest** - Chocolate cake, vanilla creme patisserie, chocolate ganache & cherries.

**Red Forest** - Red velvet cake, roasted rhubarb, raspberries, red wine ganache & raspberry buttercream.

**Carrot Cake** - Carrot cake, cream cheese filling, praline.

**Turkish Delight** - Rosewater infused vanilla cake, raspberry compote, white chocolate ganache and pistachio buttercream.

**Pear & White Chocolate Chai** - Mixed spice cake, poached pears, white chocolate buttercream.

**Espresso** - Espresso cake, coffee creme patisserie, coffee buttercream.

**Banana & Brown Sugar Praline** - Lightly spiced banana cake, caramel praline & brown sugar buttercream.

**Caramel & Coffee** - Caramel cake, espresso creme patisserie & white chocolate buttercream.

**Choc-Caramel Fudge** - Chocolate cake, 70% dark choc ganache, salted caramel sauce & chocolate buttercream.

**Choc Raspberry** - Chocolate cake, chocolate ganache, raspberry compote & raspberry or chocolate buttercream

# - Wedding Favours & Alternative Options -

## **Wedding Favours**

Common wedding favours include cupcake box, macaron packs or stamped sugar cookies. Prices vary depending on quantity needed or size of the packs but start at approximately \$5 per person.

Stamped cookies can be personalised for each individual guest or with a custom designed stamp unique to the couple.

Macaron packs come in 2, 3 or 6 with an assortment of flavour and colour options.

## **Cupcakes and Mini Cakes**

A great alternative to a full cake, or in addition to one. Prices start at \$5 each (cupcake) and \$20 each (mini cake). For examples, see our website. Available in any of the designs I offer, including 'signature', 'floral' or 'deluxe'.

*Cake centrepieces are on trend and are a fun way to include a non traditional cake! Think one long cake in the centre of a large communal table, or mini cakes in the centre of each guest table.*

## **Dessert Platter**

Another great alternative to a cake. We can custom build a dessert grazing platter for your wedding. Prices vary greatly so please discuss this with us for more information. Expect prices to start at \$20 per person, plus delivery & set up.

## **Special Dietary Considerations**

I can cater for a range of dietary needs and can provide cakes that are nut, gluten, dairy and/or egg free however Cakes by Drew cannot guarantee a 100% allergen free product. As such, any special dietary cakes supplied may not be suitable for persons with a severe intolerance, allergy/anaphylaxis or disease such as coeliac.

Most flavours can be adapted to nut/gluten free, however dairy and egg free are more restrictive. If this is the case it is best to let me know what flavours you like and I can build a custom combination for you. Often it is easier to add a small box of cupcakes in addition to the cake that will cater to your guest's dietary restrictions. Prices start at \$35 per 6.

## **Fake/Dummy Tiers**

When you want the grandeur of a larger cake without the wastefulness of excess cake!

Dummy tiers are helpful as they are significantly lighter (so can be stacked higher) and reusable. There is no difference in price, however If you opt to return your clean, undamaged dummy tier/s afterwards we can offer a partial refund.

## Hire a (dummy) Cake

You may also wish to discuss options for hiring a dummy cake if you'd like to feature a fully decorated cake as part of your styling without wanting or needing to serve it as part of the catering package. Dummy cakes have limited personalisation options and designs so please discuss these with me if you're interested. Pricing varies and includes a hire fee and refundable security deposit.

*(While the initial cost may be the same, your total spend will be lower than a traditional cake after the deposit has been refunded!)*

## Kitchen Cakes

These are undecorated cakes that function to boost serving numbers without needing a large display cake. By opting for 1 or 2 kitchen cakes in addition to a smaller display cake, you can save money and offer different flavours!

Kitchen cakes come in a range of sizes, serving up to 50 (dessert sizes) each with prices starting at \$3.5 per serve.

## Budget Considerations

I encourage you to be upfront about your cake budget so I can work with you to design a cake that's right for you, both in terms of design but also price. Along with the many options outlined above, I am happy to offer a simple 'budget friendly' cake option. Using the standard sizes outlined above, choose a Vanilla or Chocolate cake, decorated with either a semi naked or fully covered finish. Perfect as a simple cake by itself or for you to adorn with your own (food safe) decorations.

## - Bubbles & Buttercream -

Gather your squad and come spend a couple of hours decorating cakes! Everything you need is included to create your edible masterpiece, along with bubbles flowing and a luxe grazing board. It's a perfect way to start your pre-wedding celebrations!

**Book a wedding cake and bubbles & buttercream workshop at the same time and the Nearlywed decorates for free!**

Minimum group size of 4 paying participants.  
I can host in the Cakes by Drew kitchen or travel to you.

The workshop can be fully customised to your needs so prices will vary but I can give you an indication when we meet.

For more information, visit [cakesbydrew.com/workshops](https://cakesbydrew.com/workshops)

## - Contact Information -

Website: [www.cakesbydrew.com](http://www.cakesbydrew.com)  
Email: [hello@cakesbydrew.com](mailto:hello@cakesbydrew.com)

I aim to respond to all enquires promptly, but may take a few days to get back to you during busy periods. Be sure to check your junk/spam folders as my emails often end up there. If you haven't heard from me in a while, please send me a reminder in case I missed your first email!

Design consultations are available in person or via Zoom throughout the year on selected days (usually Saturdays, and I do try to coordinate with a tasting box pickup). I allocate about 30 minutes per consult but am more than happy to spend extra time or book another consultation if needed. These can be booked through my website or by emailing.