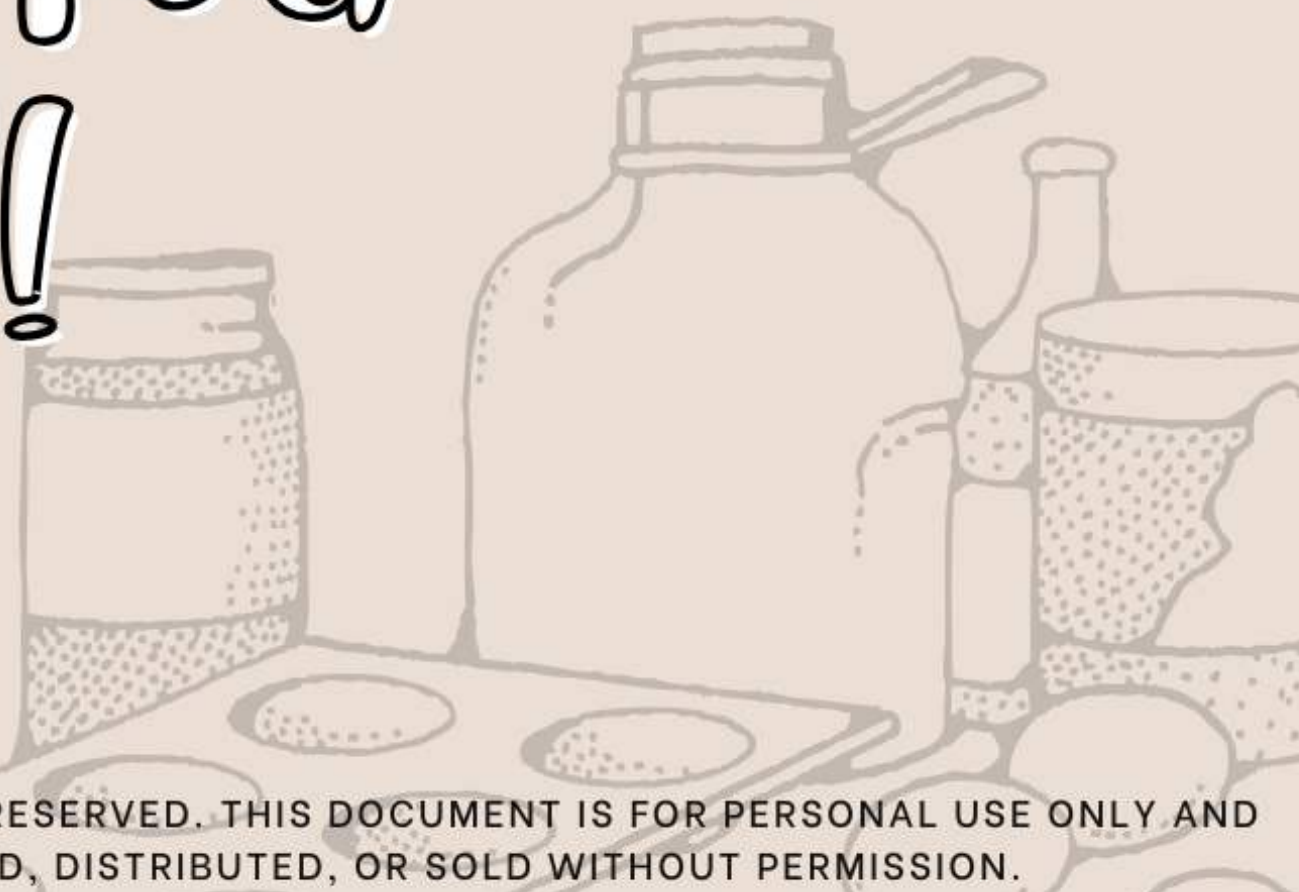




*Cake Pricing*

# Custom Cakes: WHY THEY MAY COST MORE THAN YOU THINK!





# THE MISCONCEPTION



“It’s just cake...”



Custom cakes are made-to-order, handcrafted, and time-intensive.

When you order a custom cake, you’re not just paying for flour and eggs – you’re paying for a one-of-a-kind creation. From flavour choices to personalised designs, everything is made just for you.

**It’s edible art** – not mass-produced dessert.  
You’re not just buying cake – you’re investing in someone’s **time, talent, and years of skill.**

**EVERY DESIGN IS PERSONAL.  
EVERY ORDER IS UNIQUE.**





# WHAT YOU'RE ACTUALLY PAYING FOR

**Premium ingredients** – like real butter, free-range eggs, Belgian chocolate, gluten-free or allergen-safe alternatives.



**Time & labour** – baking, cooling, stacking, smoothing, decorating, cleaning up

**Tools & business costs** – ovens, mixers, licences, insurance, packaging, rent.



**Admin** – emails, design sketches, invoices, order planning, delivery coordination.





# TIME ADDS UP QUICKLY

Even the simplest custom cake can take hours:

- 1–2 hours to bake and prep the layers
- 2–5 hours to stack, fill, decorate and add toppers or fondant details
- 1–2 hours spent chatting with you, confirming your design, buying ingredients, and prepping for delivery

That's often **8+ hours** for a single order – not including admin or business overheads.

Many bakers earn less than minimum wage when all the hours are counted.



## Did you know?

A single fondant animal topper can take 1–2 hours to create – by hand. That's time, tools, and talent that adds up.

# BEFORE YOU ASK “HOW MUCH...”

## **Ask yourself:**

- How many guests do I need to serve?
- What's my realistic budget?
- Do I want extras like toppers, figurines, or detailed designs?
- Will I collect it, or do I need delivery?

**Being clear on what you need helps the baker give you the best options within your budget.**





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