



*Wedding Cake*

# PREP PACKAGE

Photography: @beckywiensphotography Dress: @custom\_bridal\_prom\_designer  
Location: @obsidian\_ridge Makeup Artist: @something\_about\_makeup  
Florals: @twinflowerstudio Cake: @jlcake\_sk  
Models: @coralathena, @j.o.d.i.g.l.l., @arthurchowski, @theloesavages, @hola\_sarahjane, @oak.lilay

# *Wedding Cake* PREP PACKAGE

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Your Cake Designer



Photography: @beckywestphotography  
Dress: @custom\_bridal\_prom\_designer  
Location: @obsidian\_ridge\_makeup\_artist @somethingaboutmakeup  
Florals: @ventflowersudio Cake: @jlcake\_uk  
Models: @sarahdiane @sarahjane @naturachowek @theesavagne @holisarahjane @coklafay



INSPIRED BY  
*Heritage and Tradition*



# *Creating* **ART**

Creating Luxury Wedding  
& Celebration Cakes  
in Swift Current, Saskatchewan  
Serving Saskatchewan and Southeast Alberta



Artisan

## Jen Sparks

I am known for  
meticulous artistry  
and a relentless quest  
for perfection to create the  
showstopping indulgence  
you crave.

*your cake will become my small obsession*

# Luxury MENU



CUSTOM FLAVOURS MAY BE AVAILABLE, PLEASE ASK

## LAVENDER EARL GREY

Citrusy Earl Grey tea and fragrant lavender crumb, layered with velvety lemon buttercream, which is sprinkled with sweet and sour candied lemon peel for a burst of citrus.

## CARAMEL INDULGENCE

Moist yellow cake, filled with caramel buttercream and in-house prepared thick caramel sauce, then garnished with Skor Bits.

## STRAWBERRIES & CHAMPAGNE

Classical flavours of strawberry and champagne with a strawberry crumb filled with sparkling wine buttercream, accented with in-house prepared strawberry compote and sprinkled with freeze-dried strawberries.

## CHERRY & CHOCOLATE

The sweetness of cherry compote and topped with cherry buttercream paired with the deep flavours of a chocolate crumb combine in decadence.

## PEANUT BUTTER & CHOCOLATE

Decadent chocolate crumb filled with rich peanut butter buttercream and accented with Mini Reese's and sprinkled with chopped peanuts.

## RASPBERRY & CHOCOLATE

The tangy freshness of raspberry compote and buttercream paired with the deep flavours of a chocolate crumb, which is sprinkled with dehydrated raspberries for an explosion of berry flavour.

*Invest in*  
**MEMORIES**



Photography: @beckywiensphotography Dress: @custom\_bridal\_prom\_designer  
Makeup Artist: @nataly\_odessa\_Cake: @jcake\_sk Models: @viktorija\_plk, @j.o.d.i.g.i.r.l

This will likely be the most significant investment you make in a cake—and for good reason. It will be the stunning centerpiece of your reception, drawing your family and guests together to marvel at its beauty and savour its flavours. Your memories, and your photos, will forever pair your image with this exquisite creation, making it a part of your story that lasts a lifetime.

# Luxury Cake INVESTMENT

## Sublime

Sublime's design style has showstopping sugar flower arrangements and intricate details. Cake is covered in fondant.

One Tier	from \$500
Two Tiers	from \$1050
Three Tiers	from \$1600



## Sterling

Sterling's design style has delicate details, beautiful textures, and some handcrafted flower accents. Cake is covered in fondant.

One Tier	from \$350
Two Tiers	from \$750
Three Tiers	from \$1150



## Signature

Signature's design style is simple, elegant, minimalist, and textural. Cake is not covered in fondant.

One Tier	from \$250
Two Tiers	from \$600
Three Tiers	from \$900



# Fondant vs Buttercream

Fondant covered cakes are recommended if the cake may be left out for periods of time in possibly warm environments.

However, rest assured, the cake will be covered in a generous layer of buttercream or ganache, providing the taste experience you are dreaming of.

Keep in mind, no cake should be left in a warm area.



Buttercream



Fondant Overlay

## Additional Products for Consideration:

Royal Icing Cake Toppers	from \$200
Croquembouche	from \$300
Cupcakes	from \$45/dozen
Decorated Sugar Cookies	from \$100/dozen



# Selecting Your FROSTINGS



Each layer is generously filled with velvety buttercream, complemented by sumptuous compotes, candied delights, or zesty citrus rinds. Choose between a silky buttercream or a rich ganache to envelop your cake, with the option of an additional fondant layer for select creations. Every bite promises a harmonious blend of flavors and textures, crafted to perfection.

## Velvety Buttercream

**American buttercream** is whipped butter with icing sugar and flavouring; it is quite sweet and most likely will remind you of a classier version of what you grew up with.

**Italian buttercream** is meringue based with butter added. This buttercream is rich and indulgent with a subtle sweetness.

## A Quick Word About Our Kitchens

Only gluten-free ingredients are only used in the main kitchen, another kitchen in our home where those who eat wheat flour bake.

What does this mean for you? Either kitchen can be used depending on what you need. You have the option of choosing either type of flour and ingredient selection. I am so

## Decadent Ganache

Take your cake to ultimate luxury by choosing to frost the outer layer in couverture chocolate ganache.

**Ganache is available in dark, milk, or white chocolates at \$150 per tier.**

confident in my gluten-free flour mix providing a luxury experience that I use this for my taster boxes. If you have any questions or concerns about the flours used, please reach out.

As both are considered home kitchens, they are not public health inspected, no specific health claims or labels will apply.

*What our*  
**HAPPY CLIENTS**  
*Say*



*...She took my idea and made it  
into a beautiful work of art!*

*And of course, it was delicious...*

**BAILEY**

*So delicious and so beautiful... the  
wedding cake for our daughter was  
one of the best cakes I've ever had...*

**DEAN**

*She exceeded my expectations! ...  
Gen does amazing work and I would  
highly recommend her work to  
everyone!*

**KATRINA**

*Her cakes are uniquely creative and  
intricately designed, you can tell she  
pays attention to the details. Gen is  
also... wonderful to work with!*

**JOANNE**

Photography: @beckywienphotography Dress: @custom\_bridal\_prom\_designer  
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# *Your* EXPERIENCE

I'm so excited that we get to work together! Making someone feel like royalty—like a princess straight out of a fairytale—is truly my favourite part of the process. You're in the right place to feel pampered and special, so sit back, relax, and let's create something magical together.



Photography: @beckyweddingphotography, Dress: @custom\_bridal\_iron\_designer  
Location: @coastalridge Makeup Artist: @somethingaboutmakeup  
Florals: @whirlflowersstudio Cake: @jlcake\_sk  
Models: @coralathena, @b.d.f.g.t.r.l., @erihurchowski, @theeessavege, @hola.sarahjane, @bak.lafay

## #1

### ORDER A TASTING BOX

Request a tasting box on the Contact Us page of [jlcake.ca](http://jlcake.ca). Please include a delivery address.

Investment: \$50 shipping/delivery included

### BOOK A CONSULTATION

Available virtually or in person. If you choose an in-person meeting, we'll sip tea or coffee from fine china while we chat and plan your perfect cake or dessert table together.

Investment: \$50

### SECURE YOUR DATE WITH THE BOOKING FEE

Investment: \$200 non-refundable

### APPROVE THE DESIGN

Once we've finalized the details, I'll provide a detailed design proposal along with a contract for your final approval.

### MAKE YOUR FINAL PAYMENT

I'll be in touch to remind you when your final payment is due.

## #2

### SECURE YOUR DATE WITH THE BOOKING FEE

Investment: \$200 non-refundable

### ORDER A TASTING BOX

Request a tasting box and supply a delivery address.

### BOOK A CONSULTATION

Available virtually or in person. If you choose an in-person meeting, we'll sip tea or coffee from fine china while we chat and plan your perfect cake or dessert table together.

Investment: \$50

### APPROVE THE DESIGN

Once we've finalized the details, I'll provide a detailed design proposal along with a contract for your final approval.

### MAKE YOUR FINAL PAYMENT

I'll be in touch to remind you when your final payment is due.

*Enjoy the cake at your wedding*

Booking fees secure your date in my schedule and are applied toward the final payment of your cake.

# *A Little Bit About* **JEN**



Hey, I am Jen. I have a serious thing about cake. I love cake. I love beautiful cake. I love to make beautiful cake.

I started The Silly Yak Baker (Did ya catch the pun there, Silly Yak, celiac?) in Swift Current, Saskatchewan. While operating that bakery, I discovered that cakes are my passion. JL Cake was created to feed that passion.

Ecstatic does not begin to describe how I feel about the opportunity to design and create your statement cake wedding cake or celebration cake. Whether it be for a special event or the most important ceremony of your life, it is an honour to be considered to be part of this moment.

With a 20-year history of graphic design and product manufacturing in the sign

industry, I have the ability, and absolute desire, to create your dream cake. From the selection of ingredients, to in-house developed fillings, to the attention to detail on the final product, your cake will become my small obsession.

Your cake will be remembered and photographed with you. Let's work together to make a cake worthy of your story.



[info@jlcake.ca](mailto:info@jlcake.ca)

[jlcake.ca](http://jlcake.ca)



*Wedding Cake*

# PREP PACKAGE

*Cake Consultation Checklist*

- Contact information (Names, email address, phone numbers of yourself and a wedding planner)
- Event date
- Would you like your cake delivered or picked up?  
If your cake is to be delivered,
  - Does the venue allow outside food?
  - Venue Contact information and addressIf your cake is to be picked up,
  - Who will pick it up and when? Have their contact information
- How many servings?
- Would you like a small statement cake with additional baking for a dessert table?
- Is the cake for dessert, lunch, or snack? (How big of a piece do you think your guests would enjoy?)
- Do and your guests prefer sweet or rich, decadent flavours?
- Are there any dietary considerations or allergies for your guest list?
- Do you already have a cake stand; if so, what size of cake board will it accommodate?
- Do you have pictures of cakes you like?
- Is there a colour theme for your event?
- What flowers, if any, are you having at your event?
- What kind of environment will the cake be in for the day of your event? (AC, outside, etc.)



*Wedding Cake*

# PREP PACKAGE

*Choosing Your Cake Designer*



- *What are the basic things to look for?*
- *Budget*
- *Are there special diet restrictions to consider?*
- *What is a cake designer vs a baker?*
- *How does your event affect the choice of designer?*
- *What to expect your cake experience be like?*
- *Do they offer tastings and consultations?*
- *How to prep for a cake consultation?*
- *What do I do if at the event I don't like the cake?*

*What are the general things to look for when choosing a cake designer?*

When looking for a cake designer, whether it be for cake or cupcakes, my first question would be are they licensed? Even if it is a home-based business, they should be properly licenced to operate. Do they have a food handler's certificate?

You would not eat at a restaurant that was not properly licensed to operate or that had staff that was not trained in food safety. Do not be afraid to ask. This shows the level of due diligence your baker or designer is willing to go to and how concerned they are with not cutting corners.

Is there a type of cake they specialize in? If they specialize in amazing carved, airbrushed cakes and you are looking for a sleek modern wedding cake, it just may not be a great match no matter how talented the artist and how delicious the cake.

*What is your budget and what is the designers price structure?*

If the designer, such as myself, offers luxury cakes and you are looking for a more budget-friendly option, again this just may not be a perfect fit. A luxury designer would be a great fit for the customer wanting a showstopping design.

There is no right or wrong; it just comes down to finding the right match.



*Are there special diet restrictions to consider?*

If there are dietary concerns to be considered, I would discuss them right away. Before you fall in love with a design, confirm that they dietary requirements can be suitable handled to your satisfaction.

JL Cake has two kitchens available on-site; one that is used by the baker, who has celiac disease and another that can be used for wheat-based ingredients. This allows for more guests to be served with confidence.



*What is a cake designer vs a baker?*

This is most easily explained by comparing it to a painter.

Does this person create their own design from inspiration around them, or do they specialize in reproductions?

One is not better than the other. In my experience, a baker will have a select number of designs to select from and are able to offer more specific pricing as there are fewer variables. A designer, in my opinion, will create an edible unique work of art.

I consider myself a designer.



*How does your event affect the choice of designer?*

It is especially important to take your venue into consideration.

Some rented venues do not allow outside food if they provide catering. Can you bring a cake in from another vendor?

What will the temperature be in your chosen venue? Will buttercream stand up to the temperature? Some designers and bakers hate fondant, which may be the best choice for a warm venue. A hot summer day for an outside wedding may have a huge impact on what cake you need, thus which designer or baker you choose.



*What to expect the experience be like?*

This will vary depending on the price point.

A luxury cake experience will be completely different than a budget-friendly cake experience, and rightly so.

One may involve purchased tasting boxes and consultations to discuss details; the other may be a fill-out form on a website.

One may involve delivery and on-site assembly that needs to be organized; the other cake you may be able to pick-up on your way home from work.

Think of it as being similar to choosing a spa. There are different levels of pampering, and different spas will be able to focus on providing specific styles of pampering at different price points. None are wrong and all have a position in the market.

If consultations are offered, paid or complimentary, you will find my Cake Consultation Prep Sheet helpful. It will help you make the most of your time with your designer.



*What do I do if the unimaginable happens, and I don't like the cake?*

This is the nightmare scenario of baker or designer, and client. If a contract was signed, there may be specific requirements on the part of the client to fulfill if you are looking for a refund.

Usually, you need to inform the baker or designer immediately, perhaps not even serving the cake. It is like a restaurant meal.

If you say something after you ate the meal, it is hard for the chef to comprehend it was really a problem versus a meal that is sent back to the kitchen.

Keep in mind that no one ever wants your event to be ruined or to have their business reputation tarnished.

The baker or designer has, no doubt, put their heart into what they send out. I know I do, and I do not suspect it is any different for colleagues.

Most reputable bakers and designers will try to work with you to find a resolution.

It is also an unfortunate truth that in any business you will never make every customer 100% happy no matter how great you are. As a baker or designer, if you have not had a complaint yet, you will.

Contracts are great and should not be shied away from. They keep both parties accountable and educated as to expectations of the everyone involved.

Also, if a consultation and tasting has happened, surprises should be quite extraordinary.

*JL Cake is happy to provide cake consultations,  
tastings, and bespoke cake design.  
Look at the gallery page on [jlcake.ca](http://jlcake.ca)  
to see if we are a good match.*