

ROMANTIC

ELEGANT

STYLISH



Flour and Fold

LUXURY CAKE DESIGN

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Flour and Fold Flour and Fold



Welcome



Flour and Fold

"IT'S SUCH A PRIVILEGE TO BE A PART OF SOMEONE'S SPECIAL DAY. I LOVE THE ATTENTION TO DETAIL THAT GOES INTO WEDDING PLANNING, AND SEEING IT ALL COME TOGETHER ON THE DAY IS A SUCH A WONDERFUL FEELING."



THE 2022
WEDDING
INDUSTRY AWARDS

REGIONAL
HIGHLY
COMMENDED



The Flour and Fold journey began in the summer of 2019, following the creation of three wedding cakes for my brother-in-law. While I had always enjoyed baking for loved ones, this experience sparked a realization that this passion could evolve into something more significant.

Established in London, I managed Flour and Fold alongside my demanding role as a theatre sound engineer in the west end. Often baking late into the night and taking over the kitchen for extended periods, I recognized that the situation was less than ideal. However, I harbored numerous ideas that I hoped to bring to life in the future.

When 2020 came around, I moved to Oxfordshire, where I currently reside with my husband and young son.

A newborn and redundancy went hand in hand, so I decided to give Flour and Fold a chance to flourish.

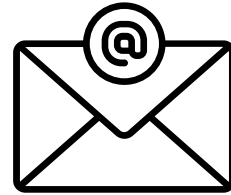
With a newly bespoke cake studio within my home, I was able to adapt to postal products and secure bookings for doorstep delivery. As the world returned to normal, my diary started filling back up with weddings, and every year I feel encouraged to grow my business and embrace my dreams, by helping your cake vision come to life.

Jess x

Contemporary romantic wedding cakes for the trend-driven couple

GET IN TOUCH

Take a look at my previous work to ensure we're a fit and then fill in the wedding enquiry form on my website.



SECURE YOUR DATE



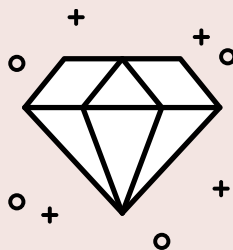
After receiving your initial guide price, you can pay a £100 fee to secure your date. Details don't need to be confirmed until 3-6 months before your wedding.

TIME TO TASTE

Order one of my taster boxes to enjoy in the comfort of your own home. Don't forget to note down your favourites!



DESIGN TIME



I'll create some bespoke sketches for you, based on your requirements for you to look over. Once this is agreed, I'll send over your final invoice. The balance is due to be paid a minimum of 6 weeks prior to your wedding.

Menu

Flour and Fold Flour and Fold Flour and Fold

CLASSIC FLAVOURS

This menu is made up of beautiful every day flavours that are sure to be a crowd pleaser on your wedding day.

VANILLA BEAN

Vanilla bean sponge with american buttercream and your choice of jam.

CHOCOLATE

A decadent chocolate fudge cake with chocolate swiss meringue buttercream and chocolate filling.

LEMON

Zesty lemon sponge, with lemon infused buttercream and lemon curd.

BISCOFF

Brown sugar sponge with biscoff swirl buttercream and lotus biscoff sauce.

MARBLE

The perfect blend of chocolate and vanilla sponge with white chocolate swiss meringue buttercream

RASPBERRY & ROSEWATER

Light and airy vanilla sponge dotted with raspberries, with a Rosewater buttercream and raspberry jam.



PREMIUM FLAVOURS

This exclusive menu features specially selected pairings to give your cake an element of opulence. These flavours incur a surcharge depending on what tier they're in, but it is totally worth it!

SALTED CARAMEL

Brown sugar caramelised sponge with salted caramel buttercream and homemade salted caramel sauce.

COCONUT & LIME

A tropical coconut sponge cake, with a light coconut buttercream and zesty homemade lime curd.

CHERRY BAKEWELL

Almond sponge with bakewell buttercream and cherry jam.

CARROT & HAZLENUT

Lightly spiced carrot cake dotted with roasted hazlenuts and cream cheese buttercream.

LEMON & BLUEBERRY

Zesty lemon cake sandwiched with Swiss meringue buttercream and blueberry jam.

PISTACHIO, WHITE

CHOCOLATE & RASPBERRY

Pistachio cake lightly scattered with raspberries, white chocolate swiss meringue buttercream and raspberry jam.

Flour and Fold is committed to using local produce and premium ingredients



Pricing

EDIBLE ART

There's no event quite like a wedding, where love and creativity are on full display.

As a cake designer, I can't wait to offer you a Flour and Fold customised design that will perfectly match your vision. It's important to remember that each creation is one-of-a-kind, and demands a personalised approach and therefore no two cakes are priced the same.

WHAT SIZE DO I NEED?

Cake: a delicious dessert or a tasty addition to your evening offering? Just let me know your total guest number and I can advise accordingly.

You should consider if you want to keep your top tier aside for another occasion. This might effect your sizing and flavour choices.

If you would like to serve your wedding cake as the final course of your main meal, that will vary the size of cake you need so please mention this upon booking.

GUIDE PRICES

My pricing approach is rooted in the use of high-quality ingredients and techniques that have been refined over the past five years. To give you an idea for your investment, here are some guide prices:

A 2 tier to serve a minimum of 48: from £455
A 2 tier to serve a minimum of 72: from £510

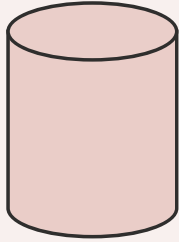
A 3 tier to serve a minimum of 84: from £635
A 3 tier to serve a minimum of 111: from £710

A 4 tier to serve a minimum of 160: from £900
A 5 tier to serve a minimum of 200: from £1200

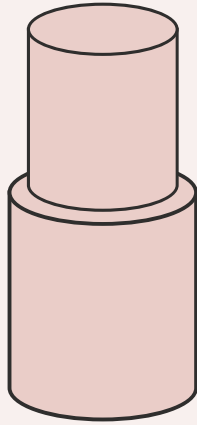
Including faux bottom tier + sheet cake for portions

Pricing does not include delivery or set up fees.

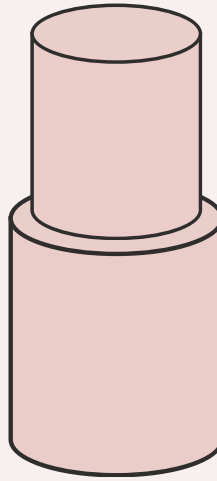
Sizing



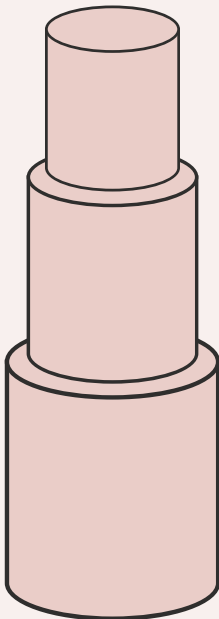
Single Tier
Serves 35
from £260



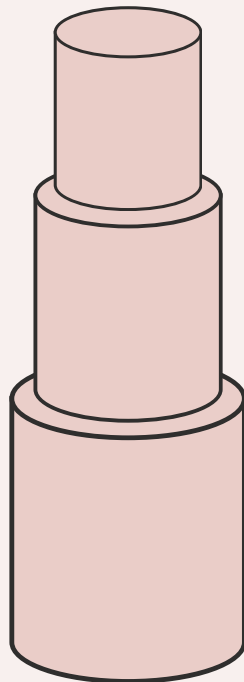
Two Tier
Serves 48
from £455



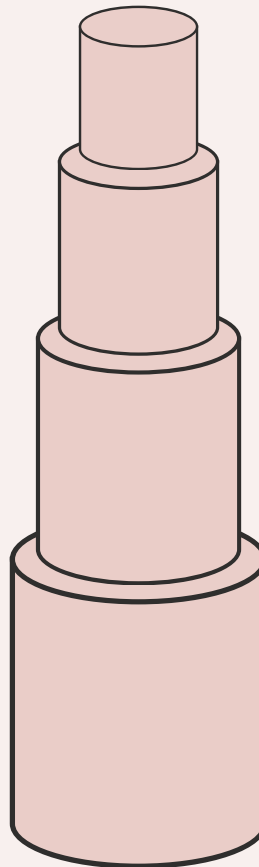
Two Tier
Serves 72
from £510



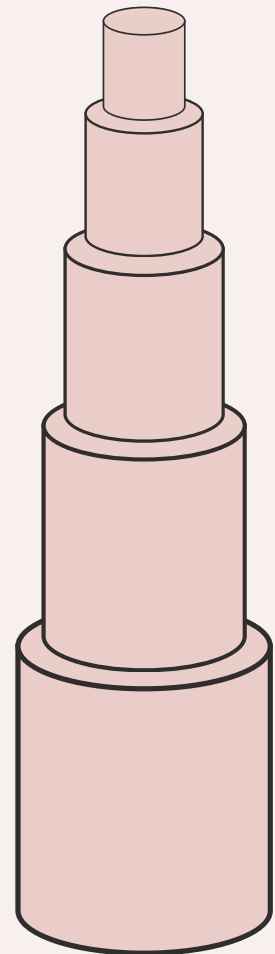
Three Tier
Serves 84
from £635



Three Tier
Serves 111
from £710



Four Tier
Serves 160
from £900



Five Tier
Serves 200+
from £1200

This guide is based on traditional round cake portions of 1"x1" with 4 internal layers.
Alternative shapes and sizes will be discussed during your design consultation.
Please note that the inclusion of dummy tiers within your design does not necessarily reduce the price.

Dessert Tables

Using only the finest ingredients, I offer a specially curated menu of miniature bites of luxury to accompany your cake booking. I have designed some packages to take the stress out of decision making, or you are welcome to create your own package.

LITTLE LUXURY

Perfect to cater for up to 70 guests.
The little luxury package consists of:

- Single Tier Cake
- 30 Brownie Bites
- 12 Geo Hearts
- 12 Personalised Biscuits
- 12 Chocolate Lollipops

From £500

CLASSIC SELECTION

Perfect to cater for up to 110 guests.
The Classic package consists of:

- Two Tier Cake
- 45 Brownie Bites
- 24 Geo Hearts
- 24 Personalised Biscuits
- 12 Chocolate Lollipops

From £695

THE SHOWSTOPPER

Perfect to cater for up to 150 guests.
The showstopper package consists of:

- Two Tier Cake
- 24 Cupcakes
- 60 Brownie Bites
- 30 Geo Hearts
- 30 Personalised Biscuits
- 16 Chocolate Lollipops

From £900



Smaller Celebrations

"LAMBETH" CAKES

Imagine classic frilly piping, heart-shaped cakes, and nostalgic retro vibes. These cakes are perfect for intimate gatherings and will ensure you still get that memorable cake-cutting moment.

Available in circle or heart shapes, these styles are offered with straightforward, no-consultation option or for more intricate designs, a full consultation is necessary.



TIMELESS SELECTION

- Single Tier Heart or Circular Shaped
- Custom-designed in your selected two colors
- Fixed pricing (not including delivery/setup)
- Choice between disco balls or cherries

Small (feeds 28) £260

Medium (feeds 44) £370

Large (feeds 76) £480



TIERED OPTIONS

These cakes are customizable through a consultation to create a more intricate cake design tailored to your preferences.

They are offered in tiered options ranging from two to ten tiers! Prices start from £500.

Extras

CAKE STAND HIRE

I like to think of the cake stand as an extension of your cake design. Not only does your stand compliment your design, but I'll pick something to elevate it and make it a real focal point.

I also offer the use of spacers and faux tiers within my designs, so that we can create a showstopper, with height an added interest without the extra cake portions.

Stands are £15 to hire, plus £100 refundable deposit. It is your responsibility to return the stand to me, or you can nominate a friend/family member. I also offer a collection service, if you would prefer me to take care of things.



Fold Flour and Fold Flour

ENGRAVED CAKE KNIFE SERVER SET

New for 2024, I am working with a local calligrapher who specialises in personalised engraving.

Available in silver or gold, you can have your names, or perhaps a personal phrase engraved so that you have a beautiful keepsake for years to come.

ALLERGEN FREE ADDITIONS

My studio kitchen handles and stores all allergens, so I am unable to guarantee 100% elimination as there will always be a risk of cross contamination.

I offer additional cupcakes/sheet cakes to supplement your booking using 'free from' ingredients, however these are not advised for severe allergy sufferers.





Harry & Beth

Stone Barn

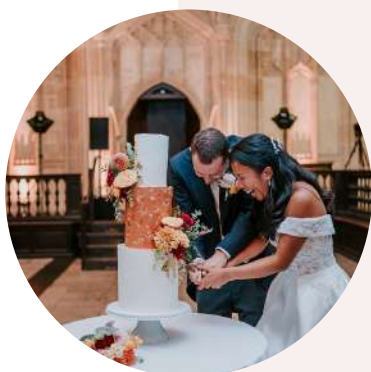
"Jess's communication was excellent and she made the entire process stress free from start to end. The cake was beautiful and tasted amazing. We saved a section so we could enjoy some after the wedding and we enjoyed a slice daily for 5 days after... It stayed so fresh!"



Victoria & George

Park Farm Weddings

"We cannot thank Jess enough for our wedding cake. The taster box we were sent was polished off in minutes, all the flavours were absolutely divine! Jess was both professional and so friendly. If you're thinking of ordering from Flour and Fold, you don't think twice - you won't regret it."



Philly & Sam

The Bodleian Libraries

"We just wanted to say a MASSIVE thank you for the cake, it was stunning and exactly what I had hoped for!! It was absolutely delicious as well and we had so many compliments about the flavours! Thank you, thank you, thank you!"

A few of my favourites...



Frequently Asked Questions

WHEN SHOULD I BOOK MY WEDDING CAKE?

I suggest that couples reserve their wedding cakes 12-18 months ahead of time. Due to my limited availability, my schedule tends to fill up fast. While I can occasionally accommodate last-minute weddings, feel free to reach out via my contact form to inquire about availability.

CAN WE HAVE A DIFFERENT FLAVOUR IN EACH TIER?

Absolutely! I highly recommend this as it gives your guests a choice on the day and there will be something for everyone... Plus, choosing your flavours is one of the most enjoyable parts of wedding planning.



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WHATS INCLUDED?

- Cake consultations to design your dream wedding cake.
- Expert knowledge of wedding cakes and the wedding industry.
- Mood boards/cake sketches.
- Styling guidance.
- A discounted taster box of 6 flavours to enjoy at home.
- Liaison with your venue regarding the delivery and set up of your wedding cake, as well as full allergen info, storage instructions and cutting information.
- Liaison with your florist regarding cake flowers and full safety prep and positioning (if required)
- Peace of mind, knowing your wedding cake is in safe hands.

DO YOU MAKE WEDDING FAVOURS?

I provide a lovely selection of custom-made iced shortbread biscuits perfect for this special occasion.

PHOTO CREDITS

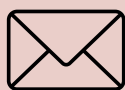
Poppy Carter Portraits
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