

all about wedding cake



OUR PRO

Susan Sarich, founder and CEO of SusieCakes, which opened in LA in 2006 and now has bakeries across California and beyond

GOOD TO KNOW

"We pride ourselves on being able to accommodate last-minute requests with a 72-hour notice."

DISCOVER

SusieCakes.com



@susiecakesbakery

Tell us a little bit about SusieCakes. What differentiates you from other bakeries?

I founded SusieCakes with the 3x5 recipe cards that I inherited from my grandmothers, Mildred and Madeline. SusieCakes lives by the philosophy: If you can't spell it, we don't bake with it. Just like my grandmothers, we do not use any mixes, artificial preservatives or shortening, and we bake on-site from scratch daily using only the freshest and finest ingredients. Our cakes are also very reasonable compared to our competitors given their quality. For example, a four-tier cake starts under \$500.

What desserts do your customers rave about time and again?

Guests love our six-layer vanilla celebration cake because they say it reminds them of their childhood. Generally, basic flavors continue to be the most popular, and that includes our old-fashioned chocolate and red velvet too.

Share a few things couples should keep in mind as they plan their wedding dessert.

Taste is far more important than how the cake looks. Select a cake flavor that you and your significant other will enjoy, which will make your wedding all the more personable. Secondly, if you're having an extended reception, cut your cake early in the evening and have a dessert bar for your guests to snack on as they dance the night away.

What are some creative ways to save money on cake?

Most couples believe they'll save money by not serving cake in favor of another dessert, but in my experience, that's not true. Instead, buy a small cutting cake to display at the reception along with sheet cakes for your caterer to serve to your guests.



Is there anything particularly popular for weddings right now?

Most of our couples are coming to us specifically for cakes of all different sizes, ranging from small cutting cakes to tiered cakes. For us, cakes still remain our most-asked-for item; however, we have seen an increase in pies as a dessert option. Personally, if I was getting married tomorrow, I would supplement my cake with an ice cream and candy bar. Stylistically, the trend we're seeing is a very back-to-basics, simple approach, and we still receive many requests for rustic texture and "naked" cakes.

What's the most creative flavor combination you've been asked to make?

A favorite among our clients is combining our classic marble cake with our peanut butter buttercream. At our cake tastings, we offer clients our eight buttercream flavor options with our base cake options, and they then customize their pairings. Our frosting options include chocolate, vanilla, lemon, mocha, mint, coconut, peanut butter and strawberry, while our batter options are chocolate, vanilla, confetti vanilla and marble. Our gluten-free options are also fabulous.