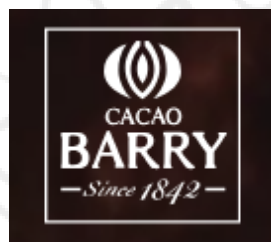




Simply Sweets By Lauren is a specialty bakeshop located in Central, NJ. We are known for simple & clean buttercream cake designs that taste as good as they look.

It's never just a cake for us, we have spent years perfecting our skills to create one of a kind designs that are made with the highest quality ingredients available to us. This will leave guests with a lasting impression of your event. Each Simply Sweets cake is made from scratch & layered with our signature soft & silky swiss meringue buttercream. While you may have reached out to us for our classic yet modern cake designs, the taste & flavor combinations will you keep coming back.

Here are a few of the brands we love



# Serving Sizes

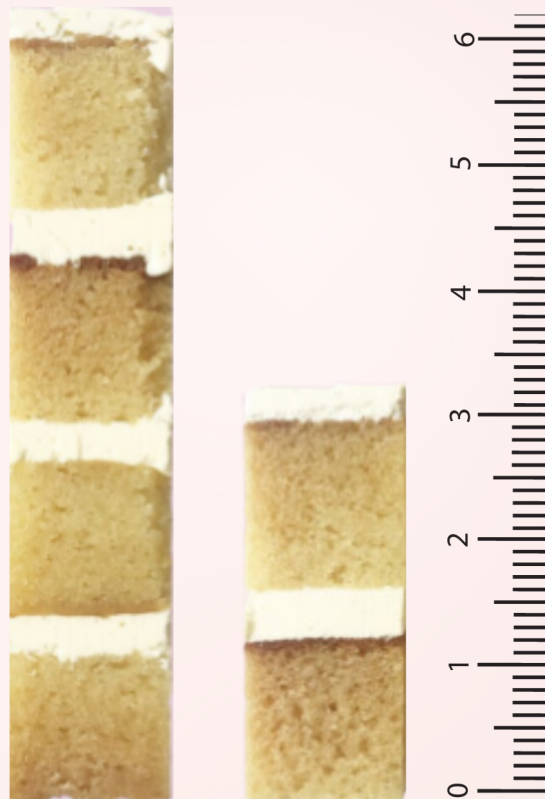
As a general rule we recommend catering to 75% of your guests, unless you are serving your cake as a plated dessert option. Then we suggest a slice of cake for each guest. Tea portions are perfect if you have additional desserts.

## Serving Options

At Simply Sweets each tier consists of 4 layers of cake with 3 layers of filling.

We offer 2 serving choices within the same cake size to fit your needs for any celebration.

For seated service we recommend 1 slice per guest, for a dessert table or passed desserts, you may opt to serve 75% of your guest count.



Party

Tea

No matter which portion size you select each cake is made up of 4 layers of cake & 3 layers of filling. All tiers are approximately 6" tall.

# Price Guide

The prices listed below are our starting price for each cake size.  
Your custom cake will be priced based on servings, techniques, floral elements, &  
time to execute the final design.

Serving numbers are estimates. Prices do not include delivery.

## **Round Single Tier** - 4 layer cake, each cake is ~6" Tall not including decoration

6"	12-15 party servings	24-30 Tea Servings	from \$150
8"	25-30 party servings	50-60 Tea servings	From \$175
9"	35-40 party servings	70-80 tea servings	From \$280

## **2 tier Round** - Each tier is 4 layers of cake for a height of ~12" Tall not including decoration

7"+5"	25 party servings	50 Tea Servings	from \$300
8"+6"	35-40 Party Servings	70-80 tea Servings	from \$350
9"+6"	55-60 Party Servings	100-120 Tea Servings	from \$480
10"+7"	65-73 Party Servings	130-146 Tea Servings	from \$584

## **3/4 tier Round** - Each tier is 4 layers of cake for a height of ~18"-25" Tall not including decoration

9" + 7" + 5"	76 party servings	152 tea servings	from \$675
11" + 8" + 5"	90 party servings	180 tea servings	from \$810
11" + 9" + 7" + 5"	126 party servings	252 tea servings	from \$1260

For special shapes, carved designs, or square cakes please email us to chat!  
[info@simplysweetsbylauren.com](mailto:info@simplysweetsbylauren.com)

# Flavors

Simply Sweets cakes are the perfect balance of sweetness with a delicate crumb. All fillings are made with our Swiss Meringue Buttercream.

Each is made with natural flavors, extracts and/or purees.

When it comes to selecting cake flavors it really comes down to your personal preference. A heart ❤️ denotes our most requested flavors.

## Cake Flavors

❤️ Vanilla

Vanilla Bean

❤️ Chocolate

❤️ Carrot Cake

Marble

Funfetti

## Buttercream Fillings

Nutella

Mocha

Chocolate

❤️ Vanilla Bean

❤️ Cookies & Cream

Salted Caramel

Espresso

❤️ Cream Cheese BC

Brown Sugar  
Cream Cheese BC

Chocolate Fudge

Vanilla Sprinkle

**Filling additions** - This is an optional filling & needs to be paired with a swiss meringue buttercream layer.

❤️ Raspberry preserve

Strawberry Preserve

Lemon Curd

❤️ Salted Caramel

Chocolate Ganache

If you would like to request a tasting box please email us with 5 cake flavors & 5 filling flavors you would like to try, you are welcome to repeat flavors to test with a different filling. You may also select up to 2 filling additions.

Each tasting box is \$50, serves 2 and comes with a sugar cookie and 2 french macarons. Tasting boxes are available quarterly so please be sure to contact us with plenty of time!

[info@simplysweetsbylauren.com](mailto:info@simplysweetsbylauren.com)

# Cake FAQ's

## **Consultation & Tasting Process**

We are available for in person consultations after we have confirmed availability and you have reviewed our Custom Cake Info Pack. In person consults are available on Saturdays at 1:30 pm but can be scheduled during the week if requested.

To check availability or order a cake sample box email us!

## **Finalizing**

After you have selected flavors we can set up an appointment to finalize the design and other details regarding your wedding day. All of our Buttercream Wedding Cake designs begin at \$200: larger cakes & more complex designs will be priced higher than smaller, simpler cakes. We do require a minimum, non-refundable deposit to place your order. The final payment for your wedding cake will be due 2 weeks prior to pick up or delivery. If you are coming to us & are in need of a wedding day florist, please reach out to our friends at house of Blooms located in Raritan, NJ

## **Can my florist do the flowers on my cake?**

Unfortunately, we do not allow anyone else to add flowers to our wedding cakes. The finishing touches are often the completion of the design and something we really pride ourselves on!

In select circumstances we will work together with your florist and have them supply the cake flowers.

We will then prepare them and place them ahead of delivery!

## **Do you deliver?**

Yes, we have a delivery minimum of \$300.

Delivery begins at \$80 and goes up based on distance from the shop.

Weddings and tiered cake deliveries include unboxing and placement.

Flowers, toppers and other requests may require an additional charge.

## **Do you bake your cakes from scratch?**

Yes, we bake all of our items from scratch using the best ingredients available. Our goal is to have our cakes taste as amazing as they look & baking from scratch is the best way to provide that.

## **Can we get a fondant Cake from your shop?**

Our cakes are iced in Swiss Meringue Buttercream. We do not cover any of our cakes in fondant.

There are many shops that offer fondant covered cakes in the area, we are not one of them.

We do use fondant or sugar paste to add details to some cake designs.

## **Can you fill my cake with fruit?**

If you have your heart set on a traditional bakery style cake filled with custard and fresh berries we may not be your bakeshop and that is okay.

We offer a clean & modern approach to cake design. We look forward to working closely with you to create a centerpiece for your celebration!

**Ready to Book? Email us [info@simplysweetsbylauren.com](mailto:info@simplysweetsbylauren.com)**