



*Cake  
My  
Day*  
by Jo

# FREQUENTLY ASKED QUESTIONS

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## GENERAL INFORMATION

### CAN I GIVE YOU A CALL TO DISCUSS MY CAKE REQUIREMENTS?

As I am frequently occupied in the kitchen baking and decorating cakes, it's cumbersome for me to communicate via phone. Therefore, I kindly request that all questions and queries be communicated through email. Since I have numerous clients, it's challenging to keep track of every detail of each request. Maintaining an email trail can help me ensure accuracy by allowing me to reference our correspondence when needed.

### CAN I COME VISIT YOUR SHOP TO DISCUSS MY CAKE REQUIREMENTS?

I do not have a physical shop for you to visit, as I operate out of a private residence.

### WHY CAN'T I JUST SEND AN EMAIL TO GET A PRICE?

Both our time is valuable, and as the baking boss, I'm always in the kitchen whipping up sweet treats. So, while I'd love to be glued to my computer 24/7, I'm not. Hence, my availability to respond to requests via computer is limited. Simply fill out the quote request form, and I'll be sure to respond with all the fabulous info you need.

### HOW FAR IN ADVANCE SHOULD I BOOK MY CAKE

For celebration cakes, we recommend providing a minimum of one week's notice, with at least a month's notice for optimal preparation.

For wedding cakes, we strongly advise a three-month notice period to ensure adequate planning and execution.

### HOW DO I BOOK A CAKE WITH YOU?

Kindly respond to the quote we sent you via email with the following information:

Your preferred size/option.

The desired cake flavour from our extensive range (our menu can be found [here](#)).

Indicate if you would like any additional extras (such as cake toppers, extra flowers, chocolate drips, hand-painted stencils, etc.).

Upon receipt of your email, we'll prepare and send your invoice, as well as arrange a meeting invitation be sent for collecting your cake.

\*Please note that your order will not be confirmed until we receive the booking fee or full payment.

### HOW MUCH DO YOUR CAKES COST?

If you're seeking general information or a rough estimate of prices, feel free to consult my [pricing guide](#).

### WHAT ARE YOUR OFFICE HOURS?

*(OFFICE HOURS ARE THE HOURS WE WILL RESPOND TO ADMIN NOT WHEN A CAKE CAN BE DELIVERED OR COLLECTED)*

Tuesday - Friday 10am - 4pm

Saturday 10am - 1pm

Sunday, Monday & Public Holidays' Closed

### WHEN CAN I EXPECT YOU TO RESPOND TO MY REQUEST?

I make every effort to respond to all inquiries within 48 hours. Kindly note that as I'm frequently in the kitchen, baking, decorating, and preparing orders, it might take me a bit longer to respond, especially if your message is received outside of our regular business hours.

### DO YOU CATER TO ALLERGY REQUESTS?

I have a limited selection of Gluten-Free cupcake flavours to offer. Regrettably, I am unable to accommodate requests for dairy-free, lactose-free, vegan, or any other specialty requests.

### **I HAVE A PHOTO OF A CAKE CAN YOU MAKE THE EXACT SAME ONE?**

Cake decorating is a highly creative process for me. Therefore, I am disinclined to replicate another artist's work precisely, as it does not inspire me. Although your inspiration photos help me understand the type of cake you desire, I will use them purely for inspiration purposes only. It's worth mentioning that I possess more than ten years of experience in cake decorating, resulting in the development of my unique style.

### **DO YOU CHARGE EXTRA FOR WEDDING CAKES?**

We do not impose additional charges solely because the order is a wedding cake. All our cakes are crafted with the same level of care, and the price calculation depends on the size of the cake and the time and ingredients required to make it. For instance, a cake intended to serve ten people will naturally cost less than a cake designed for a hundred individuals, unless the latter requires hours of intricate decoration.

### **DO YOU PROVIDE DESIGN SKETCHES**

Unfortunately, we don't provide design sketches. Cake decorating is an imaginative process for me, and the inspiration comes as I'm working on the cake. Several factors come into play, such as the icing finish, colour, floral embellishments, and more, making it challenging to commit to a fixed design. While I consider your inspiration photos and provide a brief description of the design elements listed on your invoice, I would appreciate having creative license with the final product. If you've viewed my photo galleries and are pleased with what you see, you can rest assured that your cake will be among those photos soon. On the other hand, suppose you prefer to manage every nuance of the design process. In that case, I may not be the right cake artisan for you.

### **DO YOU OFFER CAKES LARGER THAN 3 TIERS**

Unfortunately, I cannot accommodate cakes exceeding 3 tiers in size. The largest tier sizes include 6", 8", and 10" (standard height and tall tiers), as any cakes beyond this would be too cumbersome for me to carry.

However, if you require more servings than what our largest tier offers, we can include additional kitchen cakes on your invoice to meet your needs.

### **ARE YOU INSURED & LICENCED**

We most certainly are.

We are licenced with Brisbane City Council and have achieved a 5-star food safety rating.

We also have public liability insurance.

## **DELIVERY & COLLECTION INFORMATION**

### **WHAT AREAS' DO YOU DELIVERY TO?**

Delivery is available for the Brisbane Metro region only.

Delivery is available for multi-tiered cakes from Thursday - Saturday.

### **DO YOU DELIVER TO THE GOLD/SUNSHINE COAST REGIONS?**

Regrettably, I am unable to provide delivery services to these regions.

Due to the time involved, which can exceed three hours for a round trip to deliver a cake to these areas, I have decided to focus on catering to my local community. As a sole trader, it's essential to prioritize my energy and resources effectively.

### **WHY DON'T YOU OFFER DELIVERY FOR SINGLE/SMALL TIER CAKES?**

We have decided to stop offering delivery of single tier & small 2 tiered cakes as it is not cost effective for us to continue to do so. Rest assured that collecting single or small-tier cake from my studio located in Stafford is a straightforward and easy process.

To assist you further, you will receive a detailed cake transportation guide attached to your quote. It is simple and easy to follow. Provided you follow the guide you will have no issue collecting & transporting your cake.

### **HOW MUCH DO YOU CHARGE FOR DELIVERY?**

My minimum delivery charge is \$75.00

### **HOW/WHERE DO I COLLECT MY CAKE?**

ALL COLLECTIONS ARE NON-CONTACT FROM OUR HOME STUDIO IN STAFFORD

Cake collections are available at allocated times from Thursday - Saturday each week.

Thursday's - 2pm - 4pm

Friday's - 12pm - 4pm

Saturday's - 10am - 12pm

No cake collections or deliveries are available on Sunday's.

### **WHAT'S YOUR ADDRESS FOR COLLECTION?**

Regrettably, our address is not listed on our website as we operate from a private residence.

Once you have booked your cake with us, you will receive a meeting invitation with our address and a designated collection time.

Please note that we allow a 15-minute collection window.

Furthermore, you will be provided with our cake transportation guide and a cake cutting guide, both of which will be attached in the meeting invitation.

### **HOW DOES MY VENUE KNOW WHEN THE CAKE IS BEING DELIVERED?**

Up to 48 hours before the event, we will communicate with your venue to coordinate an appropriate delivery time or cake storage arrangement.

### **HOW DO I GET ANY LEFT-OVER CAKE HOME FROM THE VENUE?**

We provide your venue with a take-home box to ensure any leftovers can be taken home. Additionally, we provide comprehensive cake-cutting instructions to your venue, ensuring they can serve the maximum number of guests with your cake.

### **OOPSIE MY CAKE DIDN'T SURVIVE THE DRIVE – WILL YOU FIX OR REPLACE IT?**

The short answer is NO!

We will carefully place the cake in your vehicle and provide clear verbal instructions regarding safe transportation. Additionally, we will furnish you with written guides on how to safely transport the cake, available in your meeting invitation. Upon collection of the cake, it becomes your responsibility to ensure its safe arrival. By adhering to our instructions, you should have no issues safely transporting the cake.

Rest assured; we have transported countless cakes with great success.

### **WHEN CAN I COLLECT MY CAKE?**

Cake collections are available Thursday, Friday & Saturday's only:

Thursday's & Friday's – 2pm – 4pm

Saturday's – 10am – 12pm

### **MY EVENT IS ON A SUNDAY CAN I COLLECT OR GET MY CAKE DELIVERED THEN?**

Please be advised that we are closed every Sunday to allow me to spend quality time with my family & friends.

If your event is scheduled on a Sunday, we recommend picking up your cake on Saturday mornings and refrigerating it overnight.

For multi-tiered cakes, many of the venues we work with will allow us to deliver them on Saturday for refrigeration overnight. So please check with your venue first if they will allow this option before submitting a quote request.

## CAKE TERMOLOGY INFORMATION

### WHAT TYPE OF BUTTERCREAM DO YOU USE

We take pride in utilizing Swiss Meringue buttercream in all our cakes. This particular type of buttercream is crafted from pasteurized egg whites, sugar, and butter.

### WHAT TYPE OF CAKES DO YOU MAKE?

My area of expertise is solely limited to creating cakes and cupcakes with buttercream. I do not work with fondant-covered or novelty-shaped cakes. Furthermore, my services do not include any fondant figurines or embellishments on cakes.

### WHAT ARE KITCHEN CAKES

A useful tactic to consider for bigger events or where larger tiered cake sizes are not available is to opt for a kitchen cake.

Kitchen cakes are not displayed and remain undecorated. We offer kitchen cakes in three height options, matching your display cake and providing an additional 26-52 dessert servings.

Kitchen cakes are available either semi or fully iced.

### DO YOU MAKE FAUX/DUMMY CAKES

Unfortunately, we do not provide faux or dummy tiers or cakes.

The buttercream utilized in our products does not adhere to the polystyrene surface of dummy cakes as it requires a lower temperature to set. Rather, it tends to slide off, resulting in a sticky and messy situation.

### HOW DO I KNOW IF YOU MAKE THE STYLE/TYPE OF CAKE I'M LOOKING FOR?

If you'd like to get a sense of my decorating style, please take a moment to browse through my cake galleries.

[WEDDING CAKES](#)

[CELEBRATION CAKES](#)

[CUPCAKES & DONUTS](#)

[MONOGRAM CAKES](#)

### WHAT'S THE DIFFERENCE BETWEEN A STANDARD HEIGHT CAKE AND A TALL CAKE?

Our standard cake tiers measure approximately 5-6 inches high and comprise three layers of cake with two layers of filling.

Our tall cake tiers measure approximately 7-8 inches high and comprise four layers of cake with three layers of filling.

### WHAT'S THE DIFFERENCE BETWEEN DESSERT & COFFE SERVINGS?

When serving only cake for dessert, it's recommended you provide dessert servings.

For standard height dessert serves, a 1" x 2" x 3 layers of cake/serve is typical.

For tall tier dessert serves, a 1" x 1" x 4 layers of cake/serve is customary.

Coffee servings are appropriate when cake is served alongside other desserts, lolly bars, or at cocktail-style events.

For standard height coffee serves, a 1" x 1" x 3 layers of cake/serve is standard.

For tall tier coffee serves, a 1" x 1" x 2 layers of cake/serve is typical.

### CAKE FLAVOURS

You can find a full list of cake flavours by clicking this link: <https://www.cakemydaybyjo.com.au/cakeflavours>

### HOW MANY FLAVOURS CAN I CHOOSE FOR MY CAKE

For single-tiered cakes, we provide one flavour per cake.

For multi-tiered cakes, we can accommodate up to two different flavours, subject to the cake's size.

### **DO YOU CHARGE MORE IF I WANT MORE THAN 1 FLAVOUR IN MY CAKE?**

Indeed, an additional flavour will incur an extra fee. When producing a single flavour, we can mix it in one batch.

However, when multiple flavours are requested, it requires blending different flavour batches. This process necessitates twice the amount of time spent mixing, baking, and cleaning up. Consequently, we charge an additional \$15 per tier for each extra flavour choice.

### **HOW DO I STORE MY CAKE**

Our cakes are buttercream cakes and must be refrigerated.

If you are collecting your cake, we recommend placing it in the fridge as soon as you arrive at your destination. In the event we deliver your cake, we will request the venue to store it in the fridge and display it before your grand entrance.

Please note that cake should be brought to room temperature before serving. If served cold from the fridge, it might lack flavour, and the buttercream may be hard and flaky.

Any leftover cake can be stored in an airtight container in the fridge for up to five days. After this period, if there are still leftovers, we suggest cutting the cake into individual portions and wrapping them in cling wrap before placing them in an air-tight container and storing them in the freezer. We recommend storing your cake in the freezer for no more than three months to avoid freezer burn.

## **PAYMENTS & CANCELATION INFORMATION**

### **WHAT ARE YOUR PAYMENT TERMS?**

To confirm your cake order, a non-refundable booking fee of 50% is mandatory.

For cake orders placed with less than one month's notice, full payment is required to secure the order. Please be aware that we do not hold dates, and bookings are only confirmed once the booking fee or full payment is received.

### **WHAT ARE YOUR PAYMENT METHODS?**

Please note that we exclusively accept payment via bank transfer. Any other payment methods, including cash and credit cards, are not accepted.

\*Please be aware that it may take up to 48 hours for payments to be reflected in our accounting system. If the payment was made over a weekend or public holiday, it may take longer.

### **WHERE DO I FIND THE PAYMENT DETAILS?**

Payment details are listed on the bottom left-hand side of your invoice.

### **WHAT IS YOUR CANCELATION POLICY**

For any cancellation requests, please submit a written request via email to [hello@cakemydaybyjo.com.au](mailto:hello@cakemydaybyjo.com.au).

In the event of cancelling orders with eight weeks or more notice, we will refund the amount paid, minus the non-refundable booking fee.

For orders cancelled with less than eight weeks' notice, any payments made shall be credited towards a future order (minus the non-refundable booking fee) for up to six weeks from the original order date. After this period, any held payments will be forfeited by the client, requiring a new order and payment to secure a future booking.

### **WHAT HAPPENS IF WE HAVE TO POSTPONE OUR EVENT**

We understand life happens and sometimes your event is unable to proceed as planned. We must receive any request for postponement in writing via email before 9am Monday the week before your order is due.

Postponement requests received after this timeframe will forfeit the order in full (as per our cancellation policy).

Provided we have availability for your new date, postponement requests that are approved are a courtesy and must be within 6 weeks of your original order date.

If your order has been postponed & you need to postpone it a second time our cancellation policy will apply.

### **DISPUTES & REFUNDS**

We abide by the applicable law in relation to the supply of our products.

No exchange or refund will be given for change of mind or any reason other than defects/faults caused by us. We kindly request that you contact us immediately or within 24 hours if you are dissatisfied with our services or the final product. We are committed to addressing your concerns and remedying any issues where possible.

If you are seeking a refund due to a defect or fault, we require that you return the product to us within 36 hours of delivery/pickup so that we can investigate the matter. Any tampering or misuse of the product will render you ineligible for a refund or investigation.

If you have consumed the product, we consider this as an indication that the order was satisfactory for the intended purpose, and no further action will be necessary from Cake My Day by Jo.

### **COMPLAINTS/NEGATIVE REVIEWS**

We kindly request that any issues regarding your order be promptly communicated to us for resolution.

If you choose not to contact us to advise that there was an issue, therefore you have not given us the opportunity to rectify the issue, please be aware that you forfeit the right to provide negative feedback, reviews, or comments on any social media or electronic platform.

Furthermore, we will be unable to address complaints submitted seven or more days following the delivery or collection of your order, as we were not given an opportunity to remedy any issues at the time. Additionally, returns will not be accepted as no product could meet your expectations without an opportunity for us to address the matter.

## **CAKE FLOWERS & 2D NON-EDIBLE DECALS**

### **HOW DO THE CAKE FLOWERS WORK?**

We offer a variety of fresh seasonal flowers, primarily consisting of roses and natives, as cake decorations. These available options are listed on your quote.

### **CAN I PUT MY OWN FLOWERS ON MY CAKE?**

YES! If you wish to put decorations such as flowers on your cake you can do so, however you will have to sign a waiver when you collect your cake. If you are having your cake delivered for your florist to place flowers onto the cake, please let us know so we can co-ordinate a delivery time. You will also need to sign the waiver form prior to having your cake delivered.

## **I WANT MY FLOWERS TO MATCH MY BOUQUET – BUT I WANT YOU TO STYLE THEM – CAN YOU DO THIS?**

YES! We can place your florist supplied flowers onto your cake before we deliver it.

The flowers must be delivered to us the day before the event. We need the flowers as stems only, with no wires, parafilm (florist tape), or posies.

Please ensure the flowers meet our criteria as we cannot work with those that don't.

## **DO YOU CHARGE A FEE IF I PROVIDE MY OWN FLOWERS?**

We do offer the option of incorporating client-supplied flowers into your cake. However, a food safe/placement fee of \$30.00 applies.

This fee covers the necessary preparations, including washing and sealing the flowers, to ensure they are safe for consumption.

Additionally, we take measures to prevent cross-contamination by safely placing the flowers on the cake.

## **ARE FLOWERS SAFE TO PUT ON A CAKE?**

When it comes to placing non-edible items onto a cake, there is always a risk of contamination. That's why we take precautions to limit cross-contamination, especially when it comes to flowers. We refrain from utilizing any known toxic flowers and suggest that you provide us with silk or artificial versions if they are a necessity for your cake. Please note that some flowers, including but not limited to Baby's Breath, Lilies, Tulips, Hydrangeas, Frangipani, and certain Eucalyptus varieties, are among those we avoid.

## **WHAT ARE 2D NON-EDIBLE DECALS?**

As we do not work with fondant, we have devised a creative and straightforward approach to enhancing your celebration cakes. We fabricate 2D non-edible decorations utilizing plain, printed, and glitter cardstock. Additionally, we can print sentimental photos or source images from the web. These 2D decals are affixed to the cake using skewers or toothpicks and buttercream. We advise that they be removed before serving.

## **WHERE CAN I SEE EXAMPLES OF THESE 2D NON-EDIBLE DECALS?**

We have plenty of examples that can be viewed on our website – [Celebration Cakes](#).

## **DO YOU MAKE YOUR OWN CAKE TOPPERS?**

YES! We make our own acrylic cake toppers and offer a broad spectrum of colours for you to select from. Moreover, since we produce the toppers in-house, we can cater to almost any design you have in mind.



## CONSULTATIONS & SAMPLE INFORMATION

### DO YOU OFFER CAKE CONSULTATIONS

Regrettably, we are no longer able to provide in-person cake consultations. As our business has expanded, my responsibilities as a small business owner and cake artisan have increased. In addition, it has become inconvenient and unmanageable for my family to vacate our home one weekend each month. Email communication is the most convenient way to discuss your cake requirements. If you really feel you need to speak to me regarding your cake, I can arrange a brief 10-minute phone consultation if necessary.

### DO YOU OFFER CAKE SAMPLE BOXES

We are delighted to offer our cake sample boxes to anyone who appreciates cake. They are available to be purchased online and collected from our Stafford studio 3-4 times a year.

Cake sample boxes contain six mini bar cakes (bakers' choice), topped with matching buttercream flavours. Along with this, we offer a four-pack of jams, curds, and sauces, allowing you to experiment with various combinations to discover your perfect blend.

As we have a limited number of boxes available for each round, we advise acting quickly as they tend to sell out promptly. Unfortunately, we cannot provide extra boxes once the allocation is sold out due to the considerable amount of time required to make, bake, decorate, package, and store them.

Cake sample boxes are priced at \$45.00.

\*Please note that we cannot offer specific flavours or gluten-free options for our sample boxes.