

THE STORY OF LOVE

Wedding Cakes and Desserts Past and Future

HAPPILY EVER AFTER . . .





WHERE IT ALL BEGAN

Origin of
Tiered
Wedding
Cakes

St. Bride's
Cathedral,
London

Fleet Street

Built 1703

Designed by
Christopher
Wren in 1673





27. BRIDGE AVENUE, FIRST STREET.

WHERE IT ALL BEGAN

There have been at least 7 churches on this site

Founded by St. Bridget in the 7th Century

Great Plague 1665

Rebuilt after Great Fire 1666

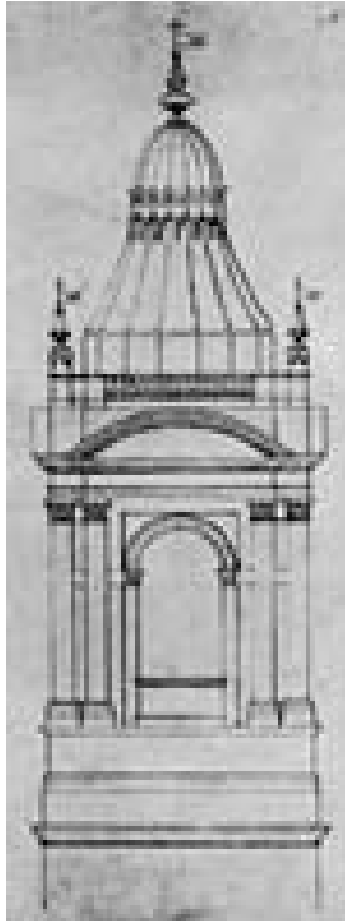


WHERE IT ALL BEGAN

One of
Wren's
Original
Designs

for

St
Bride's
Spire





simplicity

WHERE IT ALL BEGAN

A CHURCH DISTRICT

In 10 years after London's Great Fire, the City district rebuilt 75 churches, more than the recommended 50

Simplicity.com





WHERE IT ALL BEGAN

Traditional
French celebration
centerpiece,
“Croquembouche”



The slide features a decorative left margin with vertical stripes in shades of purple and pink, and several overlapping circles of varying sizes in a dark red color. The main content is centered on a solid purple background.

FOUR STYLES OF WEDDINGS

Whimsical or “Girly-Girl”

Classical

High-Design or Out-of-the-Box Aesthetics

Cultural or Social Sensibilities

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TRENDSPOTTING:

Social Sensibilities:

Eco-Friendly Weddings



THE ROYAL WEDDING 2011

“...so seasonal it could have been plucked from gardens on the way...an environmentally friendly way forward here in resisting “green bling” with expensive out-of-season lilies and roses ...”



FIELD FLOWERS, SMALL AND SUBTLE

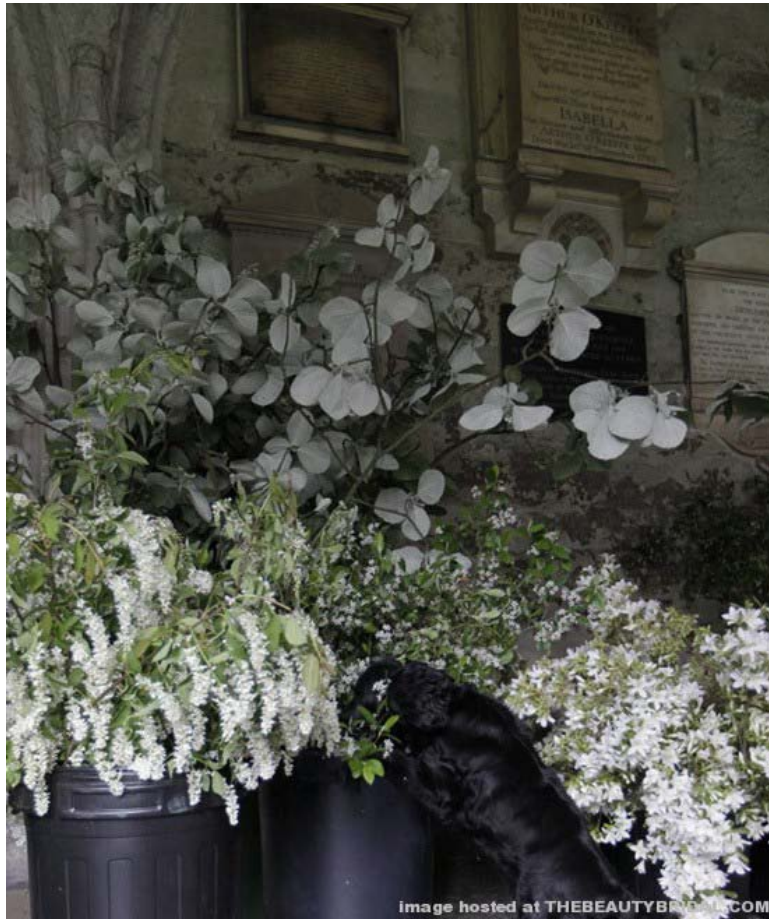


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CLASSICAL STYLE





HISTORICAL REFERENCES

Joseph
Lambeth in
1934



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TRENDSPOTTING:
Girly-Girl Weddings

COACH LEATHER REINVENTS ITSELF



A STYLE IS FORMED . . .



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A TREND OF GIRLISHNESS



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TRENDSPOTTING: Retro-Weddings

SWEET 'N SAUCY SHOP



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HIGH-DESIGN CROSSES ALL CATEGORIES

Thinking
out of the
box





HOW HIGH DESIGN BECAME A TREND

*From NYC
Cupcake Shop





HOW HIGH DESIGN BECAME A TREND

*From
DeviantArt.Com,
South Africa



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TRENDSPOTTING:

The Glamour Business and
Trial-By-Error Cakes



CAKEWRECKS.COM

One can't
blame
bakers for
being
hesitant to
try new
things . . .





CAKEWRECKS.COM

When
you see
how hard
it is to
make the
cake as
special
as “that
magical
day. . .”





CAKEWRECKS.COM

Or when
we are
called to
repair a
disaster





CAKEWRECKS.COM

Which
happened
through
only the
best
intentions!



CAKEWRECKS.COM

The Object of Desire



The Sad Result





An
artistically
rendered
vignette of
autumn
leaves



CAKEWRECKS.COM

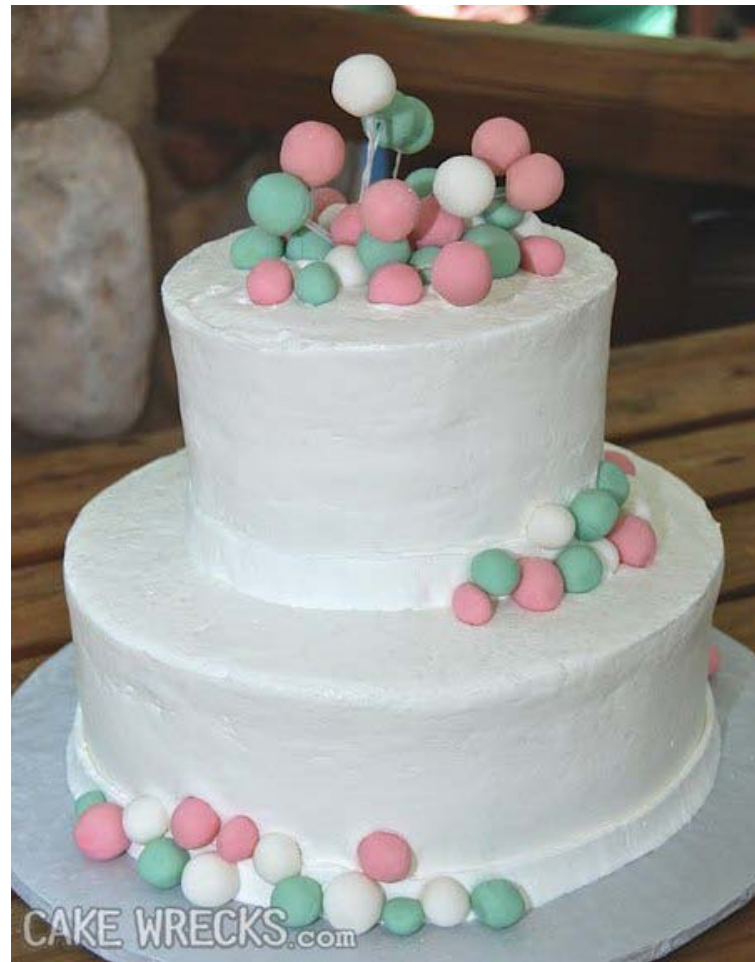
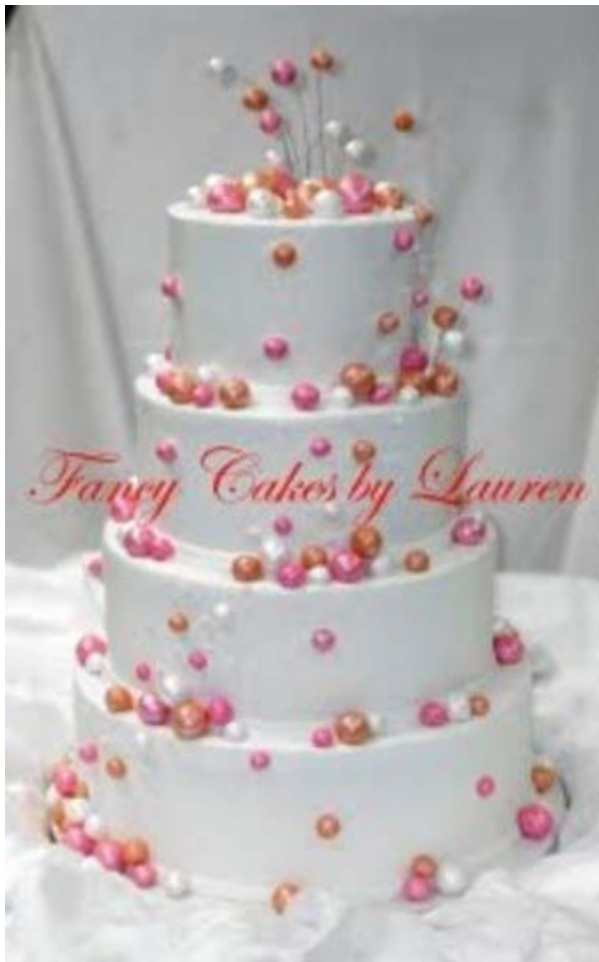
Different Interpretations



Different Styles . . .



HOW CAN WE BE AT FAULT WHEN THE PHOTOGRAPHY MAKES IT LOOK SO GOOD?



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TRENDSPOTTING:

The “Experience” Economy

Birthday cake through four generations:

- 1940 The Raw Materials Economy
- Ma goes and buys, flour, sugar, eggs and bakes a cake – cost \$1
- 1955 The Good Economy – Ma goes to grocery store and purchases a Betty Crocker cake mix – cost \$2
- 1970 The Service Economy – Ma goes to a bakery and orders a cake – cost \$10
- 1990 The Experience Economy – Dad is now responsible for the birthday, piles the kids in a car and goes to Chuck E Cheeses – cost \$100

TOM PETERS

What we will pay is based on perceived value



THE “EXPERIENCE ECONOMY”

- For weddings, the “experience value” of our products is high





THE EXPERIENCE ECONOMY

Value is added through harmonic color



EXPERIENCE ECONOMY

Value is added through group experience such as nostalgia





EXPERIENCE ECONOMY

Value is added through aesthetic unity and formality



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TRENDSPOTTING:

**Textures and New Dining
Trends**



Chef Rene
Redzepi

NOMA is
currently
the world's
best
restaurant

Located in
Copenhagen

34 years of
age



NOMA

- Currently the “Best Restaurant in the World”



- Noma has revitalised age-old, curative and non-chemical methods such as smoking, salting, pickling, drying, grilling and baking on slabs of basalt stone



“TRASH COOKING”

Redzepi uses of everything that is cast away to create delicacies . . .

Deep fried **fish scales** crisp as chips

Broths of an “umami” richness made from **vegetable peels**

Grilled **whole cods’ heads** yielding flesh of succulent tenderness just below the eyes



ROOTED IN THE NATURAL CUISINE

Oxtail appetizer



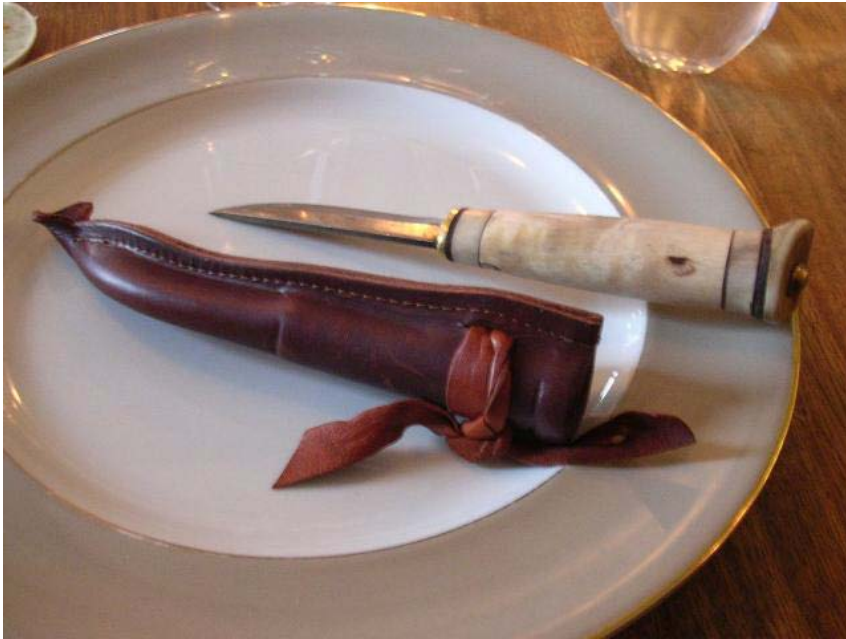
King Crab rolled in
“ashes”



EXPERIENTIAL ELEMENTS

Handmade knife
provided!

Musk Ox *Served with glazed beets,
bone marrow, croutons, nettle herb, beet
sauce and apple puree*



ROOTED IN THE NATURAL DESSERTS

Sheep milk mousse

Served with garden sorrel



“Carrot Dessert”

Served with mint foamy sauce





CARME RUSCALLEDA

New Chefs

Chef Carme Ruscalleda

has six Michelin stars, more than any other woman in the world.

In the kitchen of her restaurant **Sant Pau**, north of Barcelona, she plates flan flavored with blue cheese.





BRIGHT, FRESH FLAVORS

At

Sant Pau,

a dessert
made with
quark, yuzu
and
strawberries





BRIGHT, FRESH FLAVORS

Mignardise
at Sau Pau



BRIGHT, FRESH FLAVORS

Verrines can be like “plated desserts in a glass”





BRIGHT, FRESH FLAVORS

Verrines
can show
fresh, new
textures in
interesting
ways





RECIPE

“MILKY
WAY IN
A
GLASS”

