



EXTREME CAKES

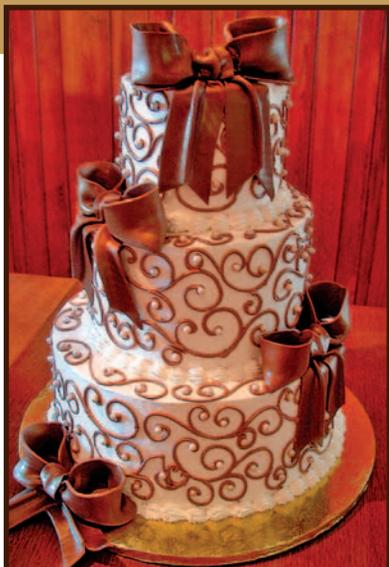
by PHYLLIS HUTSON | Heavenly Cheesecakes & Chocolates, Inc.

Around the world, border-to-border, and coast-to-coast you will find some of the most extreme wedding cakes ever created.

Thanks in part to the Food Network's "Cake Challenge" and food shows like "Ace of Cakes", wedding cakes and specialty cakes are being transformed from ordinary to extraordinary! These cakes are being rolled down the red carpet and into the limelight, Hollywood style. After all, the cake is the center of attention. When the guests enter the room, the first thing they look for is the wedding cake.

The last food their palate savors is the wedding cake. Other than how beautiful the bride was or how handsome the groom looked, the appearance, and most definitely the taste, of the cake are the most talked about subjects. When choosing a bakery make sure you ask for samples. You can visit our website, www.heavenlycheesecakes.net and choose samples from our menu. We have a very extensive menu though traditional white cream cake with strawberry, raspberry, or chocolate mousse is always popular. If you can dream it we can make it. Our cakes are a bit of heaven in every bite.

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We receive many "Thank You" cards and phone calls thanking us for the beautiful and delicious wedding cake. So many of our brides from past weddings tell us that their family members and friends are still talking about their wedding cake. We have won the *News-Journal Choice Award* for 16 consecutive years. "The Knot" magazine chose us to be featured in their Premier Wedding 2007 issue as one of the best in the United States. "In Style Wedding" Fall issue chose one of our cake pictures from over 30,000 entries as being one of the top twenty-five in the nation. Long hours, perseverance, and the favor of God give us the recognition we have worked so hard to achieve. You could say that baking is a "Labor of Love."

ALWAYS REMEMBER

Love is patient
 Love is kind
 It always protects
 Always trusts,
 Always hopes
 Always perseveres
 Love never fails

I Corinthians 13:4



We recently returned from the International Bake Show. It was an amazing experience being among some of the greatest cake designers in the world. I watched cakes being transformed into shapes and rich bold colors that were out of this world. In 2008 we will see more chocolate browns, reds, oranges and multiple shades of green and pink, with many new colors to come.

FLOWERS AND JEWELS

Hand made sugar flowers, gum paste flowers, fondant pearlized bows and pearls of many shapes and colors are popular though fresh flowers will always remain in demand. We are seeing more color variation of roses today and many new flower designs with a new and different edge.



Swarovski crystal and rhinestone monogram toppers are taking the limelight. These glamorous accents are custom made to accommodate the brides' style and theme, bringing an abundance of shimmer and shine and gaining a lot of attention. Cake jewelry is actually being used all over the cake. We recently designed a cake that had twelve dazzling tiaras. The bride and groom toppers are still being used but not as often.

WHEN TO BOOK

Please try and book your cake six months in advance. This takes it off your To-Do List and gives you the opportunity to receive the services of a good baker that is in demand.

Always use an established bakery with a good reputation and a good track record. They must be licensed by the state and have insurance, this insures that their facility is clean and approved for safety reasons. Your cake is one of the most important aspects of your wedding day. Do not



be tempted to compromise. This is one time you cannot afford a disaster.

Today's brides are educated, sophisticated, and expect nothing but the best. They challenge us, the bakers and cake designers, to stretch our creative imagination and reach for the stars. After all, this is the day of her dreams.

I would like to say, on behalf of my self and my staff, we count it a blessing to be such an important part of the bride's special day. Congratulations to all of our new brides and grooms! We look forward to meeting each and every one of you. **WR**

Phyllis Hutson and Patricia King are owners of Heavenly Cheesecakes & Chocolates, Inc.—creators of exquisite wedding cakes and confections with a well deserved reputation for exceptional service. Call (386) 673-6670 or visit www.heavenlycheesecakes.net for more information. Please see their ad on page 5.