



WEDDING + EVENT

GUIDEBOOK



CONGRATULATIONS

welcome to belmar bakery

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Thank you for choosing us. We know how important your special day is and are passionate about helping you make memories and establish new family traditions that last a lifetime.

Our process is simple, sweet and delicious. This guidebook is designed to get you started on the details of your cakes and desserts.

We look forward to customizing your cake and dessert options to fit the style and theme of your event!

Sweet Blessings,
The Belmar Bakery Cake Team

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An Amarillo Tradition Since 1965
Over 50 Years of Wedding Experience



WEDDING + EVENT *order process*

1

CONSULTATION

- Cake tasting
- Discuss cake/dessert options
- Sketch is created with flavor choices
- Written quote created
- Estimate kept on file for 6 months unless order is booked during consultation

2

BOOKING

- A written contract is discussed and signed
- Minimum of \$100 down payment (non-refundable) is due at booking to reserve date
- BB will hold the written contract and give you a copy

3

FINALIZE + CONFIRM ORDER

- Full payment is due 2 weeks prior to your wedding/event
- Details can be confirmed at this time and any extra serving cakes/desserts can be ordered if needed

4

DELIVERY

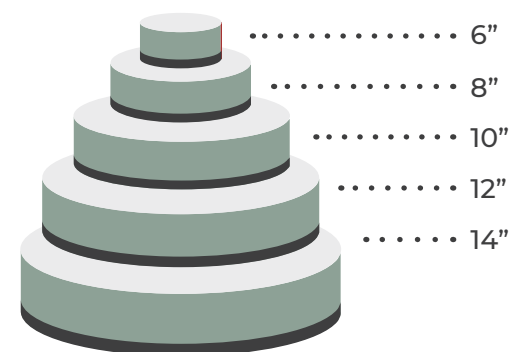
- Cakes/desserts are delivered 1-1.5 hours before guests arrive
- Toppers and accessories added on site and any extra serving cakes/desserts can be ordered if needed
- Photo taken and shared on social media

CAKE SIZES + BASE PRICES

customized for you

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SIZE	SERVES	-VANILLA -CHOCOLATE	-RED VELVET -STRAWBERRY -LEMON	-ITALIAN CREAM -SNICKERDOODLE -COOKIE BUTTER
6/8	23-36	\$126	\$144	\$162
6/10	38-50	\$175	\$200	\$225
8/10	45-62	\$217	\$248	\$279
6/8/10	53-74	\$259	\$296	\$333
6/8/12	68-92	\$322	\$368	\$414
6/8/10/12	98-130	\$520	\$585	\$650
6/8/10/14	118-152	\$608	\$684	\$760
6/8/10/12/14	220	\$880	\$990	\$1100
1/4 sheet	16-20	\$33	\$40	\$48
1/2 sheet	48	\$55	\$66	\$86
FULL sheet	96	\$105	\$122	\$162



- Our tiered cakes are 3 layers/2 layers filling. Fruit and cream filling are complimentary.
- Base price excluding flowers.

BAKERY OPTIONS

POPULAR FLAVORS

- Vanilla
- Chocolate
- Red Velvet
- Strawberry
- Lemon
- Italian Cream
- Snickerdoodle
- Cookie Butter
- Dulce De Leche

ICINGS

BUTTERCREAM

Our most requested and popular buttercream is the perfect addition to any flavored cake.

+ vanilla or almond

GROOM'S POPULAR FLAVORS & ITEMS

- Chocolate Cinnamon Cake
- Triple Chocolate Cake
- German Chocolate Cake
- New York Style Cheesecake
- Cinnamon Roll Bar
- Fruit and Cream Pies
- Large Cookie Cakes
- Cookie and Dessert Bar

FLAVOR + FILLING SUGGESTIONS

VANILLA

Filled with raspberry buttercream and raspberry filling

COOKIE BUTTER

Vanilla cake filled with cookie butter icing and crushed speculoos cookies

SNICKERDOODLE

Filled with crushed snickerdoodles and cinnamon cream cheese

CHOCOLATE

Filled with raspberry filling and mocha buttercream

LEMON

Filled with lemon cream and either raspberry or blueberry filling

DULCE DE LECHE

Vanilla filled with dulce de leche and caramel buttercream

TRIPLE CHOCOLATE

Chocolate filled with chocolate cream and chocolate ganache

ITALIAN CREAM

Filled with cream cheese

STRAWBERRY

Filled with strawberry cream cheese

RED VELVET CAKE

Cream cheese and chocolate ganache



CUPCAKES

CUPCAKE FLAVORS

- Vanilla
- Chocolate
- Red Velvet
- Strawberry
- Lemon
- Italian Cream
- Snickerdoodle
- Cookie Butter
- Sugar Free
- Gluten Friendly

TOPPING OPTIONS

- Sprinkles
- Nonpareils
- Glitter
- Flowers
- Sugars
- Chocolate curls
- White Chocolate curls

Additional charges will apply.
Ask if you have a custom request not on the list.

HOW MUCH SHOULD I ORDER?

We recommend 80% of your maximum guest count. You can always add more 2 weeks in advance of your wedding/event if needed.

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PHOTO DECORATED COOKIES

Customize your treats or gifts by putting your favorite graphic, photograph, or monogram on your delicious cookies. We also have multiple designs to choose from.

SHAPES

3" Round / 2"x3" Rectangle (\$3 each)

BORDER STYLE:

None / Beaded Border

PACKAGING:

Cello Bag (.50) / Cello Bag & Ribbon (\$1.00)

DESSERT MENU

custom designs and flavors for your needs

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Add some flare and great taste by adding mini desserts at your shower, reception or event. We can help create custom designs and flavors that match your overall theme and color palette. Dessert items are ordered and priced by the dozen per flavor (only macaroons and cookies can come assorted).

PETIT FOUR

CINNAMON ROLLS

MINI CUPCAKES

FRENCH MACAROONS

BROWNIES/BARS

CHURROS

TARTELETTES

4" PIES

HAND PIES

CHOCOLATE DIPPED
STRAWBERRIES

COOKIES

COCONUT MACAROONS

MINI ECLAIRS

CREAM PUFFS

CANNOLIS



FAQs

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DO I NEED A CONSULTATION?

Yes. Book a complimentary in-house or phone consultation to ensure one of our trained cake consultants is available to answer your questions. Call us at **806-355-0141** or request an appt online at **belmarbakery.com**. We will ask for a credit card number to hold your appointment slot. There is a \$25 fee assessed for no shows or no calls. Please call us if you need to change or cancel your appointment!

WHAT SHOULD I EXPECT AT MY CONSULTATION?

We first provide samples of our cake, fillings, and buttercream while giving you a chance to look at pictures and go over our guidebook in detail. If you haven't completed an online questionnaire prior to your appointment, we will ask that you do so now. We will discuss date, ideas, budget, flavor, design preferences, delivery options and then a quote. If ready, this is a great time to reserve your date and get on the calendar. If more time is needed, no problem! We will keep your quote on file for up to 6 months.

ARE WE OBLIGATED TO BOOK OUR CAKE/DESSERTS AT OUR CONSULTATION?

No. We will be happy to give you a written quote if you need more time to decide. We want you to feel comfortable with your decision. If later, you decide to book with us we ask that another time be set up to complete your wedding contract. Call ahead or book another appointment so that you can meet with the consultant that did your original consultation. We keep "estimates/quotes" on file for up to 6 months.

HOW FAR IN ADVANCE SHOULD I BOOK MY DATE?

It's never too early to place a deposit to ensure your spot is reserved for your wedding date. Various times of the year fill up fast! (April-October) However, we always do our best to accommodate last minute or late orders. Two-three months is enough time for standard designed cakes. For busy season, three-four months is ideal.

HOW MUCH SHOULD I ORDER?

Here is a formula for estimating what your actual count is likely to be: take 20% off the total amount of people you are inviting. For example, if you are inviting 200 people, $200 \times .20 = 40$, $200 \text{ (guests)} - 40 \text{ (declines)} = 160$ people. We suggest that you only order what you think you will need. We will be happy to add "extra servings" to accommodate any guest overages, but we will not "change down" a cake structure once it has been booked.

IS THE TOP TIER INCLUDED IN MY SERVINGS?

Yes. We encourage you to use your entire cake then come back in on your 1st anniversary for a complementary 6" Vanilla Cake. Much fresher and a fun way to celebrate on your 1st anniversary.

WHAT IF I PLACE MY ORDER BUT END UP NEEDING MORE CAKE?

If you need more cake than what you've already ordered, then you will want to order what we call a "kitchen cake" or "extra servings" cake. We do not add extra tiers to the cake you have already ordered. These kitchen cakes match the flavor and filling of the wedding cake and are super easy to cut and plate to get the extra servings you need. Please order at least 2 weeks prior to your event date.

MAY WE SERVE CAKE FROM ANOTHER BAKER, DECORATOR, BAKERY OR GROCERY STORE?

Unfortunately, no. This can be a real bummer when you want a Groom's cake from us, and the wedding cake is ordered elsewhere or vice versa. But it states in our wedding cake contract that all the wedding cake is to be provided by Belmar Bakery exclusively. Here is why... It's about protecting our brand and when a guest asks, "where does the cake come from?" and you say Belmar, we want to make sure there is no confusion on that. We use only the highest quality ingredients, bake from scratch, and we feel that your guests will know the difference between great cake and cheap cake. We can't control cake being baked in an unlicensed, uninsured and uninspected facility. We are so sorry. Again, we understand trying to save money or each party wanting to order from different places but we must be very protective of our brand. We want everyone to eat great cake!

HOW MUCH WILL DELIVERY BE AND HOW FAR WILL YOU GO?

Local and Canyon delivery is \$35. We charge \$3 a mile for out of town delivery and set up. We will travel up to 45 minutes away depending on other deliveries booked for that day.

MAY I BRING IN OR USE PICTURES OF CAKES I HAVE SEEN ELSEWHERE?

We encourage you to bring ideas and pictures to your consultation. Our talented cake staff will use these for inspiration to create a custom designed cake especially for you.

DO YOU PROVIDE FLOWERS? WHO IS RESPONSIBLE FOR PUTTING THEM ON MY CAKE?

We are happy to place flowers on your cake that you provide. They can be brought to the bakery or can be left at the venue. Once the cake is delivered and set up, we will arrange the flowers on the cake unless you have a designated person or florist to do so. We charge a \$25 floral arrangement fee for silk or fresh flowers.

WHAT SHOULD I DO WITH MY TOPPER?

Please have your topper at the venue and have it on the cake table ready for us to put on when we arrive with the cake. If your topper is extra heavy, it will need support so please bring it to the bakery. We store and keep it very safe. If you aren't sure whether your topper needs support, just please run it by the bakery and we will look to make sure.

WHAT ABOUT DISPLAYING MY CAKE OUTSIDE?

Living in the Panhandle, we do not recommend doing this at all. Buttercream icing can melt, the stability of the cake will be in jeopardy, and of course the chance of drawing pests and insects. We cannot be responsible for cakes left in the heat. If you do need it to be outside, just bring it out right before serving.

WHAT ARE YOUR PAYMENT OPTIONS?

Cakes and desserts can be paid in full or you can opt to pay it out over time in amounts you choose. We just require that full payment be made at least 2 weeks prior to your event date. Payments can be made in person or over the phone. Whichever is most convenient for you. We take cash or credit cards. No checks please.

For other questions, please ask your cake consultant! They are happy to help!



THANK YOU

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FOR CONSIDERING US AS YOUR
PREFERRED BAKERY



3325 BELL ST. (NEXT TO STEIN MART) | AMARILLO, TX | 806.355.0141 | BELMARBAKERY.COM |   