

ROMANTIC

ELEGANT

STYLISH



Flour and Fold

THE SIGNATURE COLLECTION

27/28

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Welcome



"IT'S SUCH A PRIVILEGE TO BE A PART OF SOMEONE'S SPECIAL DAY. I LOVE THE ATTENTION TO DETAIL THAT GOES INTO WEDDING PLANNING, AND SEEING IT ALL COME TOGETHER ON THE DAY IS A SUCH A WONDERFUL FEELING."



Flour & Fold began in the summer of 2019 when I created three wedding cakes for my brother-in-law's wedding. I've always loved baking for friends and family, but that experience inspired me to turn my passion into a business.

At the time, I was balancing cake orders alongside my career as a theatre sound engineer in London's West End. After relocating to Faringdon, Oxfordshire in 2020, and becoming a new parent, I decided to take the leap and focus on Flour & Fold full-time.

During the pandemic, I adapted my business to offer postal bakes nationwide and was delighted to receive a Great Taste Award in 2021 for my triple chocolate brownie. As weddings returned, my focus naturally shifted back to creating bespoke wedding cakes.

Today, I work from my home studio in Oxfordshire, where I live with my husband and two children. I specialise in designing elegant, delicious wedding cakes for couples across South and Central England, and I love helping bring each couple's vision to life on their special day.

Jess x

Contemporary romantic wedding cakes for the trend-driven couple

GET IN TOUCH

Take a look at my previous work to ensure we're a fit and then fill in the wedding enquiry form on my website.



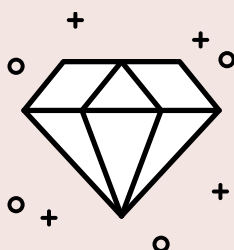
SECURE YOUR DATE



After receiving your initial guide price, you can pay a £100 fee to secure your date. Details don't need to be confirmed until around 4 months before your wedding.

TIME TO TASTE

Order one of my taster boxes to enjoy in the comfort of your own home. Don't forget to note down your favourites!



DESIGN TIME

Pick one of my beautifully curated designs from the signature collection. A perfect stress free way to enjoy your wedding cake process. .

Menu

Flour and Fold

CLASSIC FLAVOURS

This menu is made up of beautiful every day flavours that are sure to be a crowd pleaser on your wedding day.

VANILLA BEAN

Vanilla bean sponge with american buttercream and your choice of jam.

CHOCOLATE

A decadent chocolate fudge cake with chocolate swiss meringue buttercream and chocolate filling.

LEMON

Zesty lemon sponge, with lemon infused buttercream and lemon curd.

BISCOFF

Brown sugar sponge with biscoff swirl buttercream and lotus biscoff sauce.

COCONUT & LIME

A tropical taste of creamy coconut sponge, with homemade lime curd and coconut buttercream.

RASPBERRY & ROSEWATER

Light and airy vanilla sponge dotted with raspberries, with a Rosewater buttercream and raspberry jam.



PREMIUM FLAVOURS

This exclusive menu features specially selected pairings to give your cake an element of opulence. These flavours incur a surcharge depending on what tier they're in, but it is totally worth it!

CHOCOLATE

SALTED CARAMEL

Decadent chocolate sponge with white chocolate swiss meringue buttercream and homemade salted caramel sauce.

CAFÉ AU LAIT

A coffee sponge with a lightly flavoured coffee buttercream.

MALTESER

A golden marbled sponge with malty buttercream.

CHOCOLATE ORANGE

A gorgeous rich chocolate fudge cake sponge, with terry's chocolate orange buttercream.

LEMON & BLUEBERRY

Zesty lemon cake sandwiched with Swiss meringue buttercream and blueberry jam.

PISTACHIO, WHITE

CHOCOLATE & RASPBERRY

Pistachio cake lightly scattered with raspberries, white chocolate swiss meringue buttercream and raspberry jam.

Flour and Fold is committed to using local produce and premium ingredients



Pricing

EDIBLE ART

There's no event quite like a wedding, where love and creativity are on full display.

I've created my Signature Collection as a considered selection of cake designs, perfect for those who love beautiful details without the need for a fully bespoke design. Each cake has been thoughtfully designed in the Flour & Fold style and is available to order as shown, with the same care, craftsmanship and attention to detail I bring to every creation.

WHAT SIZE DO I NEED?

Cake: a delicious dessert or a tasty addition to your evening offering? Just let me know your total guest number and I can advise accordingly.

You should consider if you want to keep your top tier aside for another occasion. This might effect your sizing and flavour choices.

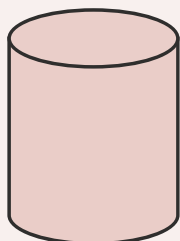
If you would like to serve your wedding cake as the final course of your main meal, that will vary the size of cake you need so please mention this upon booking.

GUIDE PRICES

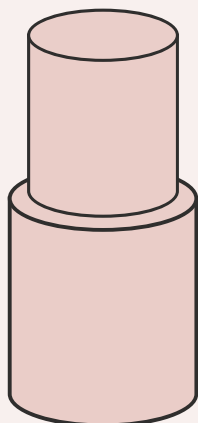
My pricing approach is rooted in the use of high-quality ingredients and techniques that have been refined over the past seven years. To give you an idea for your investment, prices will be featured on each page, in various different sizes.

Pricing does not include delivery or set up fees.

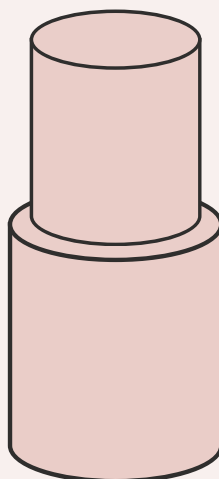
Sizing



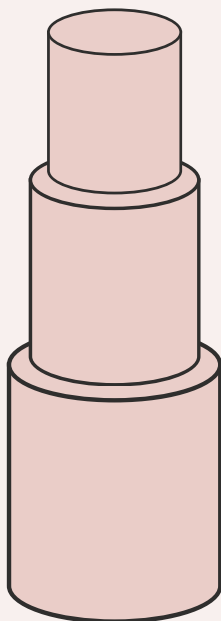
Single Tier
Serves 35



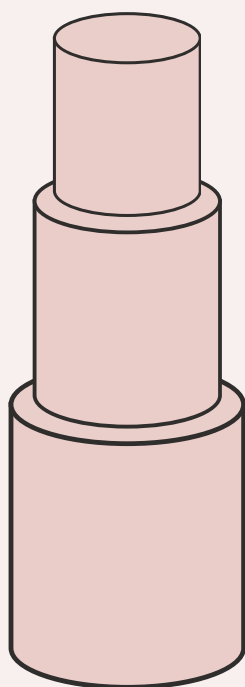
Two Tier
Serves 48



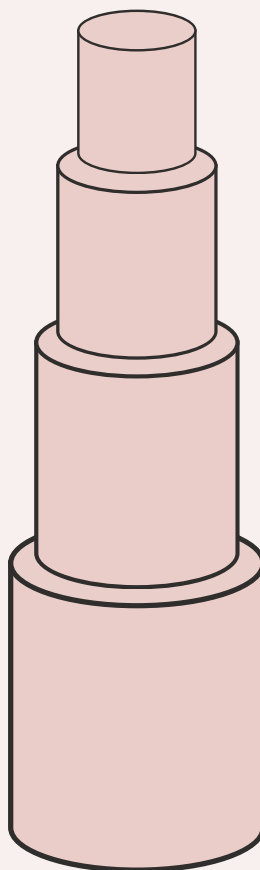
Two Tier
Serves 72



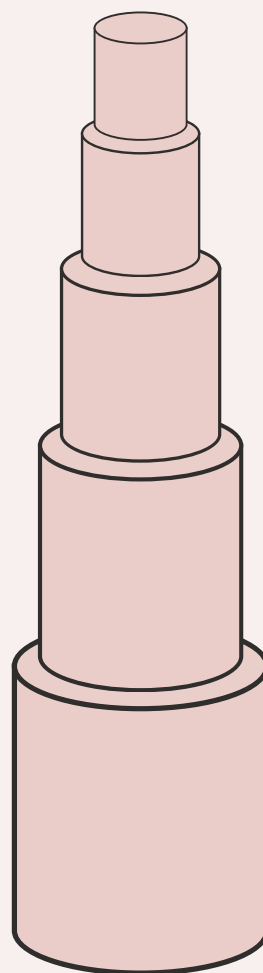
Three Tier
Serves 84



Three Tier
Serves 111



Four Tier
Serves 160



Five Tier
Serves 200+

This guide is based on traditional round cake portions of 1"x1" with 4 internal layers.
Alternative shapes and sizes will be discussed during your design consultation.
Please note that the inclusion of dummy tiers within your design does not necessarily reduce the price.

The Elizabeth

ELEGANT TEXTURE

A beautifully sculpted, softly waved texture, creating an organic sense of movement with a quietly luxurious, polished finish.

This design can be finished with either fresh or faux florals. Fresh flowers can be supplied by your florist and styled to complement your wedding florals, or I can source them independently for you (+£50).

- 2 tier (feeds 48): £610
- 2 tier (feeds 72): £685
- 3 tier (feeds 84): £870
- 3 tier (feeds 111): £950
- 4 tier (feeds 160): £1060

Plus delivery & set up fees.

The Harper

WAFER PAPER FLOWERS

An abundance of hand-crafted wafer paper flowers, inspired by the delicate form of sweet peas, artfully arranged across a softly textured cake in your chosen colour palette.

- 2 tier (feeds 48): £675
- 2 tier (feeds 72): £750
- 3 tier (feeds 84): £975
- 3 tier (feeds 111): £1055
- 4 tier (feeds 160): £1190

Plus delivery & set up fees.



The Mary

FRESH AND PRESSED

A delicate arrangement of fresh and pressed edible flowers, thoughtfully layered across the cake to create an organic, botanical finish. I source the flowers from certified flower farms and everything is safe to eat.

- 2 tier (feeds 48): £690
- 2 tier (feeds 72): £765
- 3 tier (feeds 84): £990
- 3 tier (feeds 111): £1070
- 4 tier (feeds 160): £1205

Plus delivery & set up fees.



The Stella

NATURAL RUFFLES

A softly sculpted, hand-crafted horizontal ruffle effect, creating a delicate sense of movement and texture, finished with an elegant arrangement of fresh or faux flowers.

Fresh flowers can be supplied by your florist and styled to complement your wedding florals, or I can source them independently for you (+£50).

- 2 tier (feeds 48): £675
- 2 tier (feeds 72): £750
- 3 tier (feeds 84): £975
- 3 tier (feeds 111): £1055
- 4 tier (feeds 160): £1190

Plus delivery & set up fees.



Extras

CAKE STAND HIRE

I like to think of the cake stand as an extension of your cake design. Not only does your stand compliment your design, but I'll pick something to elevate it and make it a real focal point.

Stands are £15 to hire, plus £100 refundable deposit. It is your responsibility to return the stand to me, or you can nominate a friend/family member. I also offer a collection service, if you would prefer me to take care of things.

Pre-paid postage labels are available on request.



ENGRAVED CAKE KNIFE SERVER SET

Since 2024, I have been working with a local calligrapher who specialises in personalised engraving.

Available in silver or gold, you can have your names, or perhaps a personal phrase engraved so that you have a beautiful keepsake for years to come.

ALLERGEN FREE ADDITIONS

My studio kitchen handles and stores all allergens, so I am unable to guarantee 100% elimination as there will always be a risk of cross contamination.

I offer additional cupcakes/sheet cakes to supplement your booking using 'free from' ingredients, however these are not advised for severe allergy sufferers.





Harry & Beth

Stone Barn

"Jess's communication was excellent and she made the entire process stress free from start to end. The cake was beautiful and tasted amazing. We saved a section so we could enjoy some after the wedding and we enjoyed a slice daily for 5 days after... It stayed so fresh!"



Victoria & George

Park Farm Weddings

"We cannot thank Jess enough for our wedding cake. The taster box we were sent was polished off in minutes, all the flavours were absolutely divine! Jess was both professional and so friendly. If you're thinking of ordering from Flour and Fold, you don't think twice - you won't regret it."



Philly & Sam

The Bodleian Libraries

"We just wanted to say a MASSIVE thank you for the cake, it was stunning and exactly what I had hoped for!! It was absolutely delicious as well and we had so many compliments about the flavours! Thank you, thank you, thank you!"

Frequently Asked Questions

WHEN SHOULD I BOOK MY WEDDING CAKE?

I suggest that couples reserve their wedding cakes 12-18 months ahead of time. Due to my limited availability, my schedule tends to fill up fast. While I can occasionally accommodate last-minute weddings, feel free to reach out via my contact form to enquire about availability.

CAN WE HAVE A DIFFERENT FLAVOUR IN EACH TIER?

Absolutely! I highly recommend this as it gives your guests a choice on the day and there will be something for everyone... Plus, choosing your flavours is one of the most enjoyable parts of wedding planning.



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WHATS INCLUDED?

- Cake consultations to design your dream wedding cake.
- Expert knowledge of wedding cakes and the wedding industry.
- Styling guidance.
- A discounted taster box of 6 flavours to enjoy at home.
- Liaison with your venue regarding the delivery and set up of your wedding cake, as well as full allergen info, storage instructions and cutting information.
- Liaison with your florist regarding cake flowers and full safety prep and positioning (if required)
- Peace of mind, knowing your wedding cake is in safe hands.

DO YOU MAKE WEDDING FAVOURS?

I provide a lovely selection of custom-made iced shortbread biscuits perfect for this special occasion.

PHOTO CREDITS

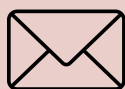
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