



WEDDING BROCHURE  
24/25

# Hello

I'm Jade and I'm the cake, cookie & calligraphy artist behind Sweet Nellys, specialising in weddings and celebrations across Essex and the surrounding areas.

Having always been a creative person, I discovered a passion for baking for family and friends many years ago which evolved into my part time and then full time business in 2020.



Since then, I feel really proud to say that Sweet Nellys has been trusted by a long list of incredible brands including Loreal, Charlotte Tilbury, Sony Pictures, Space NK, & Nobody's Child; and I still pinch myself that I've been asked to make countless cakes for the special occasions of my celebrity clients such as Harry Kane, Rochelle Humes, Alesha Dixon, and Stacey Solomon, with these cakes being featured in publications such as Hello, OK Magazine and Daily Mail - it's been an incredible journey so far!




There is nothing I love more than creating cakes & calligraphy for weddings, it's always such a privilege to provide the special touches which will help you form memories which last a lifetime.



The process of planning a wedding can sometimes be overwhelming with a long list of suppliers to find and communicate with, at Sweet Nellys I endeavour to make the experience as simple, enjoyable and stress-free as possible for you! I can create everything from your beautiful centerpiece wedding cake, personalised cookie favours for guests, and the special touches of calligraphy which bring your style and vision together on the day. I want you to share your vision and dreams for the day with me, and then be able to relax knowing that I will take care of them for you.

I'm so excited to help you plan your perfect day!

Sweet  
Nellys 



# THE *Sweet Nellys* WEDDING PACKAGE

I've put together a very special package to encompass all of the details Sweet Nellys has to offer with excellent value.



## HOW IT WORKS

- We'll discuss your ideas and then I will create your wedding cake, cookies & calligraphy to compliment one another in your wedding style and colour scheme, to reflect your vision for the perfect day.
- You can choose from my existing designs or I can create them bespoke just for you, so if you have special requests (i.e. you may wish to incorporate pressed flowers to your stationery as an example) I'd love to cater to these and will simply quote for any additional costs.
- The package can be tailored to any number of guests.
  - If you would like to build your own package which includes just some of the elements available I will be happy to provide you with a bespoke quote.



THE  
*Simplicity*  
WEDDING PACKAGE



Includes:

THE WEDDING CAKE  
a smooth buttercream finish decorated with fresh flowers

THE CAKE TOPPER  
personalised acrylic in a colour of your choice  
THE CAKE STAND  
hired to present your cake beautifully

THE SEATING PLAN  
mirror hire personalised with calligraphy & wax seals or ribbons  
THE WELCOME SIGN

chalkboard & easel hire personalised with calligraphy  
THE COOKIE FAVOURS  
personalised with words and ribbon of your choice

THE NAME PLACE CARDS  
white tent cards with your choice of ink colour

£1215



THE  
*Ultimate*  
WEDDING PACKAGE

THE WEDDING CAKE

a smooth or textured buttercream finish decorated with fresh flowers and gold leaf

THE CAKE TOPPER  
personalised acrylic in a colour of your choice  
THE CAKE STAND  
hired to present your cake beautifully

THE SEATING PLAN  
mirror hire personalised with calligraphy and wax seals or ribbons  
THE WELCOME SIGN

chalkboard & easel hire personalised with calligraphy  
THE COOKIE FAVOURS  
personalised with words, ribbon of your choice and gold leaf or handpainting

THE MENUS  
menus personalised with guests names, decorated with gold leaf and ribbon or wax seals  
THE TABLE NUMBERS

personalised with calligraphy and framed  
THE GUEST BOOK  
personalised with your names & wedding date and choice of ribbon

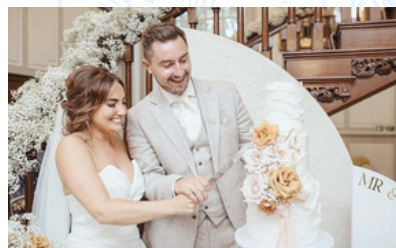
THE CAKE MENU  
featuring an illustration of the cake and your chosen flavours

THE VOW BOOKS  
personalised 'his & hers' booklets with ribbon

£1560



# GALLERY





# Cookies

## WHY DO COOKIES MAKE THE PERFECT WEDDING FAVOURS?



Cookies can be personalised with any wording and designed to suit the style of your wedding so that they tie in beautifully with your table settings. The icing and ribbon can be any colours, and you have the option to add luxury touches such as gold or silver edible leaf or handpainted detailing. If you'd like to use them as place settings, I can handpaint names onto each cookie in calligraphy.



And of course, they are delicious! My vanilla & almond flavoured shortbread cookies iced with fondant make the perfect sweet treat for your guests to enjoy. They're also heat sealed for freshness making them long lasting, so they'll stay lovely if your guests opt to take them home rather than eating them on the day.

Personalised cookies are also wonderful for occasions such as engagement parties and bridal showers, or even for the little touches such as putting in guests overnight rooms.



## Price list

ALL COOKIE PRICES INCLUDE INDIVIDUAL PACKAGING IN CLEAR BAGS TIED WITH RIBBONS.

Personalised cookies  
£3.00 each

Discounts on high quantities:

50 cookies+ £2.90 each  
70 cookies+ £2.80 each  
100 cookies+ £2.70 each

Decorative details:  
Gold or silver leaf +30p each  
Handpainting + 35p each

Cookies are personalised using a bespoke embosser which is £18 to order. For orders of 100+ cookies this is included at no extra cost.



# Cake Flavours



## VICTORIA SPONGE

a vanilla sponge filled with vanilla buttercream & raspberry jam

## CHOCOLATE

a fudgy chocolate sponge filled with your choice of buttercream:

- chocolate • oreo • white chocolate

## WHITE CHOCOLATE & RASPBERRY

a vanilla sponge baked with fresh raspberries filled with a white chocolate buttercream & raspberry jam

## BISCOFF

a caramelised sponge filled with a lotus biscoff buttercream

## WHITE CHOCOLATE & CARAMEL

a caramelised sponge filled with a white chocolate buttercream & salted caramel

## COFFEE

a coffee flavoured sponge filled with a coffee buttercream

## LEMON

a lemony sponge filled with vanilla buttercream & lemon curd

# CALLIGRAPHY

I offer a range of calligraphy services to add beautiful touches to your special day.

There are existing designs available for you to customise and order on my website, or if you'd like something bespoke please drop me an email where I can discuss options and prices.

*starting prices*

NAME PLACE CARDS from £2.20

MENUS from £2.50

TABLE NUMBERS from £15

CAKE MENU from £25

VOW BOOKS from £8

CUSTOM SIGNS from £10





# Calligraphy



## MIRROR TABLE PLAN

Hire of a gold framed mirror & easel  
Personalised with any words at the top  
Lists of all tables attached with wax seals  
£100

\*NEW\*

FLOOR LENGTH MIRROR  
(photo coming soon)  
£110



## WELCOME SIGN

Hire of wooden chalkboard & easel  
Personalised with any wording in calligraphy  
£100





# Testimonials



SOPHIE & DAMIEN

“A wedding cake of dreams! We knew our Sweet Nelly's cake was going to be delicious, wonderful and grand but wow wee! It was spectacular beyond believe and went above and beyond our hopes and expectations. A fairy-tale cake for our fairy-tale day which helped bring our entire wedding day dream become a reality. People were just as blown as by the beauty of the cake as we were and it was completely devoured! Every single guest loved it!

There are no words wonderful or special enough to thank Sweet Nelly's! From the first correspondence with Jade we knew we were in the BEST hands. Not just a talented baker but a wonderful person who put so much love and care into her creations We cannot recommend these cakes more! Whatever the occasion, Sweet Nelly's are the very best.”



AMY & DANIEL

“Jade at Sweet Nellys is absolutely amazing at what she does! She created the most beautiful wedding cake for us that tasted incredible. (We were very upset when the last of the cake in the freezer ran out recently and said we will re order our wedding cake flavours each year as a lovely reminder of the day).

Not only did Jade create our cake but also some beautiful personalised cookies for guests along with lots of wedding calligraphy. We had beautiful table signage hand written by Jade and a stunning table plan created to perfection. Jade is a perfectionist and shows incredible attention to detail.

We have used Sweet Nellys for many special occasions over the years and can't wait to see what other beautiful creations we can have in the future for children's birthdays etc. She really is the best!”





HELEN & JACK

“Jade is an angel! Sweet Nellys baked our beautiful wedding cake. We had followed her small business watching it grow for some time, and there was no doubt in our mind that she was the woman for the job! In addition to our cake, Jade also made beautiful calligraphy place settings and vow books for us which we will treasure forever. Not only did the cake look like something out of a fairytale on the day, it tasted immense! We couldn't recommend Sweet Nellys enough.

Not only is Jade an incredible baker, she's also an amazing artist, brilliant professional, and she's ridiculously nice person too! We will be in touch with her for every special occasion in future. Thanks so much for everything Sweet Nellys ❤️”



ELLA & JAMIE

“The most perfect cake! Amazing service from the very first conversation. Sweet Nellys helped design and create my beautiful wedding cake from scratch and not only was it beautiful, it also tasted amazing. She delivered and styled the cake at the venue too! Absolutely stunning and matched my wedding theme perfectly! would 100% recommend!”



SEVIM & MOSES

“Hi Jade,

We wanted to thank you properly for our absolutely stunning and delicious cake. It was breathtakingly beautiful and a talking point for many of our guests the night. We got asked repeatedly if it was real or not! It was also absolutely delicious. I am gutted that I didn't eat more of it (it was finished pretty quickly by everyone on the night and the next morning). So moist despite being such a tall cake, and the flavours were perfect.

We are so grateful and would recommend you to any couple getting married (and can't wait to order more delicious cakes from you any time we have an excuse to do so).

THANK YOU”

# THE PROCESS



1. Fill out the enquiry form and I'll get back to you by email to confirm my availability and provide an initial quote for you. If you have any design ideas at this stage I'd love you to include these and attach photos. If you're unsure on design ideas yet that's perfectly fine too! We can design one together at a later stage based on the style of your wedding.



2. If you're happy with the quote and you'd like to go ahead you can secure your booking with a £100 deposit, and then you can relax! Finalising the design and other details won't be until a few months before your wedding day.



3. The best bit - choosing your flavours! I'll get in contact to offer you a box of flavour tasting samples which I send out in the post a few times a year. The box will include a selection of my most popular flavours to help make your choices as well as shortbread cookie samples & they are £32 + next day delivery to order.



4. The creative part - designing your special cake! 2-3 months prior to your wedding day we'll discuss the design. If you already have a design in mind we'll chat about the possibilities for this. Or if you're open to ideas I'll ask you about elements such as your flowers & colours to build a vision of your wedding style, and make suggestions which reflect you.



5. I'll create a sketch of the cake to help you visualise the design we've discussed and provide you with an updated quote which includes any added elements.



6. In the final lead up to your big day I'll be liaising with your venue and suppliers to confirm plans for set up on the day. I'll contact you a month prior to your wedding day to confirm final details and your final balance will be due. Then all that's left for you to do is look forward to seeing everything finally come together on the day!





## WEDDING CAKE PRICE LIST

Below are the starting prices for wedding cakes, details and decorations such as fresh flowers will be quoted individually based on your bespoke design

### TWO TIER CAKES

6 & 8 inch (60 servings) £395

### THREE TIER CAKES

4, 6 & 8 inch (70 servings) £545

5, 7 & 9 inch (92 servings) £595

6, 8 & 10 inch (120 servings) £625

### FOUR TIER CAKES

4, 6, 8 & 10 inch (130 servings) £695

6, 8, 10 & 12 inch (200 servings) £795

- Up to 7 tiers available - quoted upon request
- Faux tiers are also available

### Cupcakes:

(available in multiples of 12)

£3.50 each\*

### Cookies:

(all individually packaged & tied with ribbons to match your style & colour scheme)

£3.00 each\*

\*discounts for high quantities quoted upon request



## PHOTO CREDITS

JULIA AND YOU  
SARAH-JANE ETHAN PHOTOGRAPHY  
MATT WING PHOTOGRAPHY  
BOUTIQUE FILMS  
CHELSEA WHITE  
VLA WEDDING PHOTOGRAPHY  
DARIA PHOTOGRAPHS

*Get in touch*



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