

Wedding Cake Pricing Guide Structure

Step 1: Base Cake Cost

This is the foundation price of the cake itself.

Include:

Ingredients Cost

- Flour
- Sugar
- Eggs
- Butter
- Cream
- Chocolate
- Fillings
- Boards
- Dowels
- Boxes

Example:

ITEM	COST
Ingredients	R350
Cakeboards & dowels	R120
Cake box	R80
Electricity	R50
TOTAL CAKE COST	R600

Step 2: Time / Labour Cost

This is where many bakers undervalue themselves.

TASK	HOURS
Baking	2 hours
Filling & Stacking	1 hour
Decorating	3 hours
Communication & Admin	1 hour
TOTAL HOURS	7 hours

Now multiply by your hourly rate:

Example:

- Hourly Rate: R150 per hour
- 7 hours × R150 = R1050 Labour Cost

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Step 3: Floral Arrangements

Include:

Fresh Flowers

- Cost of flowers
- Floral tape
- Food-safe wrapping
- Prep time

Example:

ITEM	COST
Flowers	R250
Floral Supplies	R30
Prep Time	R100
TOTAL FLORAL COST	R380

Step 4: Cake Toppers / Extras

These are add-ons that should NEVER be absorbed into cake cost.

Examples:

- Acrylic topper
- Custom name topper
- Gold leaf
- Sugar flowers
- Cake charms

ITEM	COST
Acrylic Cake Topper	R180
Gold Leaf	R60
TOTAL EXTRAS	R240

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Step 5: Delivery & Petrol

Include:

Delivery Formula

Base Delivery Fee:

Example:

- Base Fee: R150

Then add:

- R5–R8 per km (round trip)

Example:

- $25\text{km} \times R6 = R150$

ITEM	COST
Base Delivery	R150
Distance fee	R150
TOTAL DELIVERY	R300

Step 6: Setup Fee (Optional but Recommended)

Wedding cakes often require:

- Stacking at venue
- Floral placement
- Styling

Example:

TASK	COST
Setup Cost	R250
Waiting time buffer	R100
TOTAL SETUP	R350

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Final Pricing Formula

Total Cake Price =

Base Cake Cost

- Labour Cost
- Floral Cost
- Extras
- Delivery
- Setup Fee

Example Final Calculation

CATEGORY	COST
Cake Cost	R600
Labour	R1050
Florals	R380
Extras	R240
Delivery	R300
Setup	R350
TOTAL PRICE	R2920

Final Quote: R2950 + 50%
R5900