Cakes by Jus

Specializing in Wedding Cakes

When I started this journey of stylizing cakes, I wasn't aware of the impact it was going to have on me personally. To participate in such a great artistry is a privilege! I liken creating these unique pieces of individuality to an edible bouquet for the recipient. I've always thought delivering flowers has to be one of the most satisfying careers imaginable.

To customize a cake is not exclusive to baking the batter. It's a process. Baking is the chemical part of the process, but making your vision come alive is the artistry. Only when these two come together seamlessly, does Cakes by Jus deliver a rewarding, personal experience.

In baking, I resolve to use only the best ingredients possible to create a cake that is delicious and crave worthy. Thus 'natural, organic and fresh' are descriptors that perfectly sum up the decision to use ingredients like butter, organic flour, real creams, cheese, eggs, pure vanilla extract, premium cocoa powders or chocolate and fresh fruit. However, using these time honoured ingredients is just the baking part of the process.

The artistry begins with a phone call or an email/in-person consultation. Regardless of whether your cake is customized for a holiday or special occasion, I am honoured to consult with you on the aspects that are individualized and important so you may receive the reaction you want.

I feel an immense amount of privilege because my clients bring me into the understanding of their personal experiences, make me privy to photographs and give me the honour of interpreting their memory into an artistic representation of their special occasion.

Whether it is the range of a whimsical theme birthday cake, the beauty of a floral bouquet, the simplicity of a business logo or other manifestations of art, every client request deserves the necessary time and warranted attention, to execute a final product that will bring smiles and gratification.

This technique, from start to finish, depending on complexity, can require anywhere from 3 days to 2 weeks.

Such timelines may seem unusual. However, from sketching a concept of the end product, to baking, sculpting, troweling and painting, combined with the proper drying time for all of the elements to ensure a stabilized cake that maintains its beauty, is an endeavor. Because of the personal time it takes me to mold and sculpt sugar details, perhaps the final product may cost more, but elicits utter joy and leaves an indelible memory.

I leave you with a slightly humorous parting thought... "**cheap cake isn't good and good cake isn't cheap**".

Sweetly yours,
Jus

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