

TREND  
ALERT!

# CAKE *Couture*

With a clatter of saucepans and a clang of baking trays, dawn breaks, drenching a quiet wooden deck in Kyalami with African sunlight.





*Cakes are love spun into sugar,  
chocolate and happiness*



The pastry team are sprinkling their magic dust over the cakes, cookies and other delights in Café Hemingways' kitchen, readying themselves for a day of pouring all their love and enthusiasm into the perfectly decadent creations that adorn the daily cake fridge.

This cosy venue is the new home of pastry perfection and fine dining decadence in Johannesburg, and your new go-to venue for tasty treats.

Café Hemingways is an NYC inspired bistro, bar, patisserie and function venue. Offering high teas, designer-styled events, fine dining, delectable cakes, gin and whiskey tastings in the sophisticated and elegant bar.

This startlingly beautiful venue began life as a tiny little coffee shop, offering hot drinks and precious little else. In December a few years ago, the owner told long-time customer, Jonathan Wolpe, that the coffee shop was to close that year. Jonathan had been visiting since he was a child, and couldn't bear the thought of the people he had grown up knowing, being without a job just before Christmas. So he bought the café, saving the staffs jobs, and handed over styling and concept design to Creative Director, Ingrid Alice Irsigler and her team.

The café has grown exponentially since the opening, in both number and skill, and on any given day now, they may deal with wedding cakes, private fine dining experiences in the exclusive event venue, a high tea for forty, and Chef's Table bookings in the evening. It is an imitable experience all round.

#### CONTACT

[www.cafehemingways.co.za](http://www.cafehemingways.co.za)







Every single cake that comes out of our café is imbued with magic. It's the magic of people who are inspired, and love of what they do. We believe that each cake is an opportunity to make someone happy, and to help them celebrate. It is for this reason, that our cakes not only have to taste great, but they also have to look amazing.

### CHOOSING A CAKE

The options for your wedding cake are limited only by your inspiration — from flavours, to colours, decoration, layers, and even whether to have a cake at all! Our bridal couples are not only exploring new and adventurous cake options, but are looking beyond the standard cake, to beautiful alternatives like the decadent and towering Croquembouche, éclair feasts and even donut towers.

### CONSIDERATIONS

Do you want guests to be able to 'help themselves'? If so, you could include cupcakes, mini cakes for each couple to share, the famous Croquembouche, or beautifully decorated cakes for each table, while the happy couple cut a symbolic cake. We have even had a couple who got the table number made into a gorgeous, decadent centrepiece for each table, and when the time came, servers cut each cake! Simple, elegant and just beautiful! It had the advantage of cutting down on their décor cost as each cake included the flowers in the colours of the wedding.

If your wedding is a little more traditional, and you expect the guests to be served a slice, then you need to take into account allergies (no matter how in love with nuts you are, someone is bound to be allergic to them in a large group), and of course how easy the cake is to cut and serve.

The weather also needs to be considered if your celebration is outdoors. An ice-cream cake is never a good idea for outdoor weddings, unless you plan to be married in Alaska in mid-winter. Anything else could result in a sticky mess. Similarly, buttercream icing can get away from you in even the gentlest of South African Springs, and the last thing a bride needs to be worried about is coloured icing dripping down her dress!



*Decadent, gorgeous dessert tables, to complement a slightly smaller wedding cake*



### MERGING THE THEME

Your cake is an edible reinforcement of your theme! Our traditional couples lean towards a more classic style. Two to three layers, lots of white, with delicate wedding flowers and ribbons. Update the look a little with fresh flowers in the theme of the wedding, or even no flowers at all! This traditional look allows for a little exploration in flavours, and we are seeing more and more couples go for different flavoured layers in these types of cakes.

You can add a little glitz and glamour to both contemporary (like Naked cakes) and traditional cakes, with edible gold, edible, coloured flowers that mirror the bouquet, clutches of macarons, coloured popcorn, ruffles, drizzles and painted designs that reflect the theme (we have even done a SpiderMan cake!) — lace (our white on white cakes are just incredible!).

The cake reflects your personality. Rambunctious and outgoing? Then you probably won't have a traditional white, two layer cake with wedding flowers. But you might be willing to mix it up with an eight layer Ombre cake, or feather-bedecked naked cake complemented with chunks of chocolate.

A little more conservative? Then a geometric or monogrammed cake, or even a perfectly symmetrical ruffle cake in muted tones may fit the bill.

There's no right or wrong here. Spend a little time online looking for cakes that make you gasp, save those pictures and take them with you when you chat to your cake te-am. This is your day and your perfect way to celebrate the joy of your union.





Rosanella



Blanche



Charlotte Lucas



Mystique

**ROSANELLA**

Our gorgeous naked heart cake, festooned in fresh flowers, fresh fruit, macarons and tasty icing. This cake is a surprisingly decadent treat to show someone how you feel.

**BLANCHE**

Oh! The drama! Lashings of berries, a select few vivid fresh flowers, and a sponge that can be anything you want it to! Blanche is the perfect addition for anyone's party.

**MYSTIQUE**

Gorgeous, light vanilla sponge with buttercream icing, Mystique can be made to our flavour and colour specification. Our fabulous decorations (macarons, flowers, Turkish delight and candy), are all colour coordinated for the perfectly beautiful celebration.

**CHARLOTTE LUCAS CAKE**

There is a time and place for elegance, beauty and a simple natural feel. This classic cake takes after Jane Austen's character in being quintessentially honest. Multiple 'stacked layers' are complimented by the 'dirty icing' (where the icing doesn't totally cover the cake, so the sponge is slightly visible in places underneath), which feels very natural when combined with classic flowers and greenery. Definitely a favourite with our Boho-couples!

**LETTER & NUMBER CAKES**

We're having so much fun creating cakes in people's names, or ages. We use a rich buttercream, between the naked layers, and each number/letter is enough for about 10-15 people. The decoration depends on you!