



2026 LOOKBOOK

ICED INNOVATIONS

• CAKE STUDIO •

ICED INNOVATIONS

· CAKES BY *Erica Galvin* ·



"From the moment we met, I knew we were in the safest of hands; a consummate professional who is incredibly organised and diligent, I knew I wanted to book her before we even tasted the cakes."

A & T

PENNYHILL PARK



The Story

Are you searching for a wedding cake that will not only impress but also reflect your unique love story?

Hello, I'm Erica, the creator behind the beautiful wedding cakes with over 30 years of experience. I specialise in crafting elegant designs that become the centrepiece of your special day. Each cake is a timeless piece of art, often with handcrafted sugar flowers, to add to the wow factor.

I understand that planning your wedding is an exciting yet overwhelming process. You may have countless ideas swirling in your mind about the perfect cake, but the details can feel daunting. That's where I love to help.

From our initial consultation to the final set up, I am passionate in insuring a seamless and memorable experience for you.

If you're ready create a cake that captures your vision and delights your guests, but are unsure where to begin, you've come to the right place.

Let your cake reflect your love story.

The Process

Once you've secured your dream venue, please reach out via email or telephone. If you are envisioning an elegant and timeless cake, it is best to get in touch early. I take pride in personally designing, baking and decorating each cake, which allows me to dedicate my art to a limited number of bespoke creations each month.

If my style compliments your wedding vision, I will guide you in selecting the perfect size for your cake and provide a tailored estimate. Should this align with you, we can arrange a design consultation and tasting experience. I offer complimentary video consultations throughout the year and in-person consultations on set dates in the spring, autumn and winter.

Indulge in a cake tasting box of six delicious samples for £50, or elevate your experience with a bespoke selection of slices for £75. Each cake box is sent out via next day delivery ensuring you savour them fresh from the comfort of your own home.

To secure your booking, a £200 deposit will confirm your reservation. I will then send you a sketch of your chosen design and collaborate with you until your wedding cake vision is perfect.

If you are still exploring design options, you can confirm your date and finalise the details 3 - 6 months before your special day.





The Timeline

TWO MONTHS BEFORE...

I will reach out to confirm your chosen flavours and design. At this time, I will also send you an invoice for the final payment, which is due one month prior to your wedding.

THE WEEK OF...

I will connect with your wedding planner at your venue to discuss the day's timeline, including your cake stand and the most suitable set up time.

ON YOUR SPECIAL DAY...

I will ensure your cake is delivered as arranged with your wedding planner, allowing you to sit back, relax and fully enjoy the moment, surrounded by your treasured family and friends.



The Menu

My menu features a selection of sponge and buttercream flavours. Each cake consists of four layers of moist sponge, generously filled with 3 layers of fluffy buttercream, curd or preserve and a decadent layer of white chocolate ganache. The final coating can be buttercream, indulgent ganache or luxurious silky smooth sugarpaste icing.

You may choose to have a combination of the cake flavours to truly personalise your cake.

VICTORIA SPONGE

Madagascar Vanilla sponge with silky vanilla buttercream and raspberry preserve.

LEMON

A zesty lemon sponge with lemon curd and fluffy lemon buttercream. Option to add blueberries.

LEMON & ELDERFLOWER

A zesty lemon sponge, with lemon and elderflower syrup, filled with elderflower buttercream.

PASSIONFRUIT

A light vanilla sponge with homemade passionfruit curd and passionfruit buttercream.

CHAMPAGNE & STRAWBERRY

Madagascar Vanilla sponge infused with champagne syrup and filled with silky champagne buttercream and strawberry preserve.

CARROT CAKE

Award winning spiced carrot, pineapple and pecan cake filled with vanilla buttercream (contains nuts).

CHOCOLATE FUDGE

A rich and decadent chocolate cake layered with Belgian chocolate ganache buttercream.

SALTED CARAMEL

A decadent chocolate sponge filled with salted caramel buttercream.

RASPBERRY & WHITE CHOCOLATE

A moist vanilla and raspberry sponge filled with white chocolate ganache buttercream and raspberry preserve.

JAMAICAN GINGER

Spiced ginger cake filled with vanilla buttercream.

LOTUS BISCOFF

A caramel sponge layered with Biscoff Crumb and Caramel Buttercream.

PISTACHIO & ROSE

Moist pistachio cake with pistachio crumb and delicate rose buttercream. (Contains nuts)



The Investment

As each of my wedding cakes are a unique masterpiece, prices will vary according to size and design complexity. Below is a guide, based on a 5" deep cake served in 1" x 1" slices.

For peak season, weekend weddings, there is a minimum investment of £700. In addition to your wedding cake, I offer a variety of other sweet treats and wedding favours which can contribute to the minimum spend (excluding delivery).

Price includes an in-depth design consultation, tasting box for my booked couples*, and a detailed sketch of your dream cake.

Please note, I do not create naked or semi-naked wedding cakes.

**conditions apply.*

2 tier cake to serve 45 | From £600

typical investment £650 - £800

3 tier cake to serve 70 | From £800

typical investment £850 - £1100

3 tier cake to serve 95 | From £900

typical investment £950 - £1200

4 tier cake to serve 130 | From £1000

typical investment £1050 - £1450

5 tier cake to serve 220 | From £1400

typical investment £1500 - £2000

Faux tiers

It is possible to create the look of a taller cake by incorporating artificial tiers and / or cake spacers without the increase in cake portions.

Cutting cakes

Cutting cakes can be provided to supply extra portions for weddings with high numbers of guests.

8" square cake : 60 extra slices

10" square cake : 100 extra slices

12" square cake : 140 extra slices













"Wow, Erica really blew me with our wedding cake! It tasted and looked even better than I imagined - despite us making it even more difficult for her by asking for it to be vegan. I can't stop looking at pictures of it! She was great to work with - full of ideas and able to work to my budget. Highly recommend!"

A & D

CLIVEDON

"Erica at Iced Innovations was absolutely fantastic from the moment we met her. We had multiple meetings to design our dream wedding cake and to make sure every single tiny detail was perfect. She was an absolute pleasure to work with and her cakes are absolutely delicious!!! All of our guests loved the cake. We couldn't recommend Iced Innovations enough!!"

M & R

HEDSOR HOUSE



"We were delighted with our cake - it was exactly what we had hoped for and all three flavours were delicious. The whole process with Erica was very smooth and easy. She was very responsive and worked closely with our venue and our florist to arrange logistics for the day which meant we did not need to worry about anything on our wedding day. I would highly recommend Iced Innovations"

J & T

MORDEN HALL





I'D BE HONOURED TO HEAR MORE ABOUT
YOU AND YOUR LOVE STORY AND WORK
TOGETHER TO MAKE YOUR WEDDING
CAKE DREAMS COME TRUE.

Erica x

