



The Bride Cuts the

By Laura Pappas

Master Baker, Joyce Erickson, knew she wanted to open a bakery when she was 15 years old. Though marriage and raising a family put her dream on hold, eventually she got her wish and has been baking ever since. To show up at 5 am and stay until 5 pm is nothing unusual for Erickson. She works tirelessly to make sure every order is perfect, but not without the help from her family. “Every member contributes with their own talents to the success of the business,” says Erickson. “My grown sons Ray and Chris are naturals at cake decorating and my husband Ray makes the deliveries,” she adds proudly.

Wedding cakes are a specialty at Cameo Cakes. Cake designs have become more like edible art and not just the traditional three tier stack. Although the white stacked is still very popular, other options can include fresh flowers for decorating, themed cakes and cupcake wedding cakes. Cupcakes are a popular new trend because couples can save money by not having to pay the reception sites cake cutting fee which averages \$2 to \$4 dollars per person. No matter how you slice it, a wedding of two hundred guests could save the couple \$400-800 simply by serving fancy cupcakes!

Mention the word “Cake” and several images usually come to mind. Whether it’s watching a child try to blow out candles on their first birthday cake or admiring a bride and groom cut their first piece as husband and wife, the “Cake” always steals center stage and performs the sweetest ending to any affair. No one knows this better than the Erickson family of Cameo Cakes Gourmet Bakery, Brielle, N.J. which *Wedding Sites and Services* magazine interviewed to find out more.

Cake

The Groom's cake is another specialty at Cameo Cakes. Whether the groom is an avid golfer, guitar player or fisherman, they can design the perfect cake to match his hobby or interest. With its roots in Southern tradition, the Groom's cake is back in fashion on the wedding scene. Traditionally, a groom's cake (of the fruit-cake variety) was sliced and boxed for the unmarried girls attending the wedding. Then she would take it home, place it under her pillow and hope that the man she dreamed of would become her future husband. "Today's groom's cakes have come a long way from the fruit cake and are typically served at the rehearsal dinner, but it's not unusual to have it at the wedding reception with the wedding cake," Erickson explains.

Erickson loves when a bride brings in a picture and gives her carte blanche to use her imagination and make the cake a reality. They offer fondant or butter cream icing and chocolate, yellow, white, carrot or red velvet cake. Tastings and a complimentary consultation are offered and should be scheduled at least one month before the wedding date. If you can dream it, they can create it. Cameo Cakes Gourmet Bakery, 406 Union Avenue (Route 71) Brielle, NJ 732-528-1558 www.cameocakes.biz

