



FOR IMMEDIATE RELEASE

**CARVE OUT A NEW CAREER IN CAKE DECORATION
WITH CAKES 4 FUN'S HELP**

15 May 2010 – To help more students retrain for a new career or earn a second income from cake decoration, Cakes 4 Fun, a leading cake company in Putney, has expanded the number of dates available for its two most popular cake courses in ***Intensive Cake Decorating*** and ***Starting a Cake Business from Home***.

The week long intensive cake decorating course - on 26-30 July, 6-10 September and 25-29 October – focuses on the principles of cake design, how to cut and cover a cake, carve a 2D shaped cake, use edible images, sugar decorations, lettering, stacking cakes, piping work and sugar flowers.

The one-day intensive course on starting a cake decorating business from home is on 14 & 15 June. Run by Kathy Moore, the course focuses on initial set up and decision making to the successful running of a business. Topics include planning, Food Hygiene Regulations 2007, legislation, training, marketing, pricing, selling, design and much more.

Carolyn White, Director of Cakes 4 Fun, said: “Since we introduced our cake courses in intensive cake decorating and starting a cake business from home in 2009, they have gone from strength to strength. At the beginning of this year we decided to introduce more dates and the demand has been phenomenal.

“These courses are ideal for people who are looking to retrain, who would like to earn a second income from home or who simply want to become proficient in cake decorating. Before setting up Cakes 4 Fun, I attended similar courses and they definitely gave me the confidence and skills to carve out a new career following my redundancy.”

The week long intensive cake course costs £695 and includes all equipment and ingredients, lunch and morning/afternoon refreshments. It takes place in Cakes 4 Fun's new teaching rooms, one of which adjoins their kitchens to help retain the experience of being within a working cake environment.

The one-day course on starting your cake business from home costs £140 and includes lunch, morning/afternoon refreshments and a copy of Kathy Moore's book. It takes place at an external venue in Putney.

Once students attend the intensive course, they can then purchase the necessary equipment and decorations from Cakes 4 Fun's Sugarcraft shop to ensure their future creations are a success. And if they purchase any items on the day of their course, they will receive a 10% discount.

These courses are just a few of the cake courses run by Cakes 4 Fun throughout 2010.

Further information on our courses in Intensive Cake Decorating and Starting a Cake Business from Home can be found on Cakes 4 Fun's website:

www.cakes4funshop.co.uk.

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Editor's notes

Cakes 4 Fun creates delicious, unique and fun bespoke cakes to suit every occasion – from weddings, civil partnerships, corporate events, christenings and birthdays.

The company started in 2001 at Carolyn White's kitchen table and was born out of her passion to design fun and delicious cakes. Following her redundancy from the world of publishing, Carolyn started to grow the business through local customers. The company now operates from two busy shops in Putney where the order books are full of cakes for all occasions.

Every cake is hand-baked and all the delicious and mouth-watering fillings are created on site to ensure the cakes not only look stunning, but taste amazing too.

The company specialises in stunningly simple designs that give maximum effect – clean smooth lines, creative use of colour, exquisite sugar or fresh flowers, fun hand crafted sugar bridal models and delicate sugar detail.

Cakes 4 Fun bespoke service is available to those wanting something a little different. This ensures that specific requirements can be incorporated into a design that is truly unique.

www.cakes4fun.co.uk