

# Those Special Occasions

Special occasion cakes are the exclamation point to any celebration. Be it the iconic first birthday, something sweet for 16, or a gilded masterpiece for number 50, there must be cake! Perhaps it's vintage Americana that suits your fancy, like grandma used to bake, or that ethereal perfection you tasted in Paris. It can be round and rustic, clean and contemporary, a towering edifice, or a pot filled with hand-sculpted posies. Above all, it must taste every bit as good as it looks...and it will!

Bon Appétit!



**Sam Godfrey**

Founder, Perfect Endings

## Frequently Asked Questions

### **How much does a special occasion cake cost?**

The cost of your cake is determined by the design. We offer a wide range of cakes for every occasion, be it a casual family gathering or a grand celebration. We have six design categories from which you can choose, some starting from \$5.50 per serving, others from \$10.50 per serving, and some ranging from \$25.00 per serving and beyond. Once your final design is determined we will provide you with an estimate for your cake.

### **When should I place my order?**

You may place your order at any time, however it is our preference to have as much notice as possible, with a minimum of 48 hours notice for simple designs. Some cake designs are complex and require weeks -often months- of planning, so having an abundance of time to prepare is always welcomed and often necessary. Please note that we often limit the number of cakes that we accept, and all orders are taken on a first come, first serve basis.

## **How do I place my order?**

To order your special occasion cake please call our office to confirm availability and provide us with details of the event. You may also make an appointment to come in and discuss your case in person. In addition to all pertinent information about your event (date, time, location, number of guests, occasion, etc.), here is what we will need you to provide us with:

## **Keywords about the guest of honor:**

What they like, and dislike, with regard to design and flavor. Any images and visual aids that will help us understand your vision for the cake would be extremely helpful, and should be submitted prior to ordering.

## **Budget:**

We can interpret a particular theme or design in many different ways; simply and understated or elaborately detailed. Knowing the amount you have budgeted for your cake helps us pinpoint the ideal method of interpretation.

If you do not have a specific design in mind our gifted team of artisans will make suggestions that will reflect the taste and style of the guest of honor. Please note that we do not provide design ideas or sketches until your order is confirmed, and orders are not confirmed until we have received payment in full, which is nonrefundable and nontransferable. Please also note that out of respect for our colleagues within the industry, we do not copy designs made by other cake companies, nor do we replicate cakes seen in magazines or on television.

## **Do you deliver?**

It has been our privilege to successfully deliver our special occasion cakes locally and across the United States, Europe, South America and Asia. The fees for delivery are determined by distance, method of transport, carrier, handling and set-up requirements. There are minimum delivery fees for all special occasion cakes. We also ship overnight via UPS, FedEx and Cargo with major airlines. Rest assured, we will get the cake from our oven to your table...no matter where you are in the world!

# A Matter of Taste

To us, your cake should be much more than something beautiful to behold; it must also be an extraordinary dessert...one that rivals those served in any Michelin Star restaurant. A tasting at Perfect Endings is comprised of various cakes that will vary in flavor and texture, from intensely chocolate to sweet and vintage to light and fruity. We'll take you from Paris to Vienna, across the Heartland of America, to the deep delicious south. Because we have a difficult time deciding, our repertoire changes from time to time depending on what excites us at on any given day. Some of our favorites are...

## **Serious Chocolate**

For those people who feel it just isn't dessert unless it's chocolate!

## **Chocolate Candy bar Cake**

Layers of house-made caramel, toasted pecans and bittersweet chocolate...the cake that put us on the map!

## **Devil's Food Cake**

No frills, no fuss...the iconic American chocolate layer cake...get milk!

## **Mahogany**

Tender layers of moist chocolate cake filled with luscious chocolate hazelnut truffle cream. Or, as a beloved client calls it, "Nutella with a PhD!"

## **Vintage Cakes**

Americana 101...Traditional layer cakes like 'mama' used to bake!

## **Coconut Layer Cake**

The Southern classic features layers of moist butter cake, fragrant with coconut and Tahitian vanilla.

## **Pound Cake**

Buttermilk pound cake filled with our own crushed raspberry preserves.

## **Red Velvet Cake**

Scarlet red layers lavished with vintage vanilla frosting...the legendary southern favorite!

## **On the lighter side**

Nice and light... and worth a second slice!

## **Enlightened Chocolate Cake**

Multiple layers of glorious chocolate...for those who prefer it slightly less serious.

## **Chantilly**

Delicate sponge cake, silken white chocolate and organic berries.

## **Ivory Apricot**

A divine pairing of delicate sponge cake, orange liqueur and California apricots

**Perfect Endings' extraordinary wedding and special occasion cakes have captured the attention of America's most prestigious food, wedding and lifestyle publications including...**

- Food & Wine
- Grace Ormonde Wedding Style
- InStyle
- InStyle Celebrity Weddings
- Martha Stewart Weddings
- Modern Bride
- New York Times
- O, The Oprah Magazine
- People Magazine
- San Francisco Chronicle
- Town & Country
- US Weekly
- Victoria
- W" Magazine
- Women's Wear Daily

**Our Celebrity Weddings include...**

- Alyson Hannigan and Alexis Denisof
- Ashlee Simpson and Pete Wentz
- Avril Lavigne and Deryk Whibley
- Britney Spears and Kevin Federline
- Christina Aguilera and Jonathan Bratman
- Christy Turlington and Ed Burns
- Courtney Cox and David Arquette
- Eddie Murphy and Tracee Edmonds
- Eva Longoria and Tony Parker
- Fergie and Josh Duhamel
- Heidi Klum and Seal
- Jackie Titone and Adam Sandler
- Jessica Simpson and Nick Lachey
- Neal Schon and Michaela Salahi
- Shanna Moakler and Travis Barker
- Tori Spelling and Charlie Sheen
- Usher and Temeka Foster

**Cakes for Special Occasions by Perfect Endings include...**

- Oprah Winfrey 50<sup>th</sup> Birthday
- Julia Child, 90<sup>th</sup>, 91<sup>st</sup> Birthday
- Dr. Maya Angelou 75<sup>th</sup> Birthday
- Ellen Degeneres 50<sup>th</sup> Birthday
- Quincy Jones, 71<sup>st</sup> Birthday
- Shaquille O'Neal, 30<sup>th</sup> Birthday
- Sidney Poitier, 78<sup>th</sup> Birthday
- Sting, 53<sup>rd</sup> Birthday
- Thomas Keller 50<sup>th</sup> Birthday
- Robert Mondavi 80<sup>th</sup> Birthday
- French Laundry, 10<sup>th</sup> Anniversary

**Cakes by Perfect Endings have been prominently featured on dozens of nationally televised shows, including...**

- An American Wedding, A&E
- A Wedding Story, Lifetime
- Entertainment Tonight
- Extra
- Forty Weddings and a Funeral, vh1
- Good Morning America, ABC
- Inside Celebrity Weddings, vh1
- InStyle Celebrity Weddings
- Million Dollar Weddings, Lifetime
- Newlyweds: Nick and Jessica, MTV
- The Ellen Degeneres Show
- The Oprah Winfrey Show
- The Fabulous Life of Oprah Winfrey
- Today Show, NBC

# What People Say About Sam Godfrey & Perfect Endings

"Sam Godfrey does for dessert what da Vinci did for Mona Lisa." — *Oprah Winfrey, O Magazine*

"Baker Extraordinaire." — *San Francisco Chronicle*

"The King of Cake." — *San Francisco Magazine*

"Local caterers and party planners say nobody comes close." — *San Francisco Chronicle*

"The six- tiered wedding cake by Perfect Endings towered. It stunned the crowd. It stole the show." — *Town & Country Magazine*

"Sam Godfrey is to baking what Michelangelo is to ceilings." — *Oprah Winfrey, O Magazine*

"...another feature of Godfrey's work that is apparently rare in the wedding business: they taste great." — *San Francisco Chronicle Magazine*

"As a professional chef for more than 50 years, I have seen extraordinary work done in chocolate, in sugar, in pastillage, and the like, but I don't think I have ever seen anything as creative and stunning as the work of Sam Godfrey. The variety of fillings and the delicacy of the cakes could match those of any baker in the field, and I can't honestly think of anyone in his league at doing this type of work." — *Jacques Pepin*

"Each guest received an exquisite petite wedding cake from Napa Valley's Perfect Endings. They were the highlight of the exceptional menu." — *Food & Wine Magazine*

"Calling Sam Godfrey a baker does not do justice. He is the Matisse of desserts." — *Oprah Winfrey, O Magazine*

"...the most creative, stunning and delectable wedding cakes to grace the many high-profile weddings in the San Francisco Bay Area." — *San Francisco Bride Magazine*

"Not only are the cakes extraordinary to look at, they are equally as extraordinary to eat. Perfect Endings' cakes are -- without hesitation - the finest wedding cakes I have ever tasted." — *Laurie Arons, Laurie Arons Special Events*

"I don't even consider anybody else in his league. He has such a dedication to perfection in every way. Sam is an incredibly gracious person, and this quality comes through not only in his desserts, but also in his personality. His reputation is undisputed - he's the king!" — *Elaine Bell, Elaine Bell Catering*

"Cakes are the only thing we don't produce ourselves here at Meadowood, so we have to be 100% sure of them. Sam and his products are absolutely without fault. When the bride first sees that cake she just gasps! To have both exceptional looks and extraordinary taste - that's top notch! Once we had a bride who didn't follow through with her order and there was no cake at the wedding. I called Sam and he actually undressed a cake he was preparing for the next day, redecorated it to fit her wedding, and rushed it over. He really came through for me. Now that's service!" — *Lori Wickersham, Wedding Coordinator, Meadowood Resort, Napa Valley*

"We were shooting a national print ad for Hewlett Packard and we needed a very detailed and specific kind of cake. We saw the portfolios of the top 15 specialty cake makers in the Bay Area and it was clear that Perfect Endings was the most creative and accomplished." — *Suzanne Rubin, Suzanne Rubin Styling*

## Perfect Endings

912 Enterprise Way, Suite C | Napa, Ca 94558  
**(707) 259-0500**