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215-985-0871  
[www.cityofhope.org](http://www.cityofhope.org)

Dear Friend,

We are writing to invite you to what has become the largest wedding cake competition the Northeast has ever seen.

**Are you the best pastry chef of 2012?** There is one way to find out; join us and at the same time make a difference in the fight against Breast Cancer at City of Hope, a NCI designated Comprehensive Cancer Center. A **\$150 donation** will give you the opportunity to prove your wedding cake is better than the rest.

This year our categories include **Best of Show, Most Artistic, Best Tasting and a Best Theme prize for the cake with the finest display of this year's theme of "Under the BigTop"**. Please note that no chef is limited to the theme and that it just a way of taking this amazing contest to another fun creative level. Also this year we will have a **People's Choice Award** as judged by our more than 700 attendees. Each attendee will be given one voting ticket at the door for their favorite cake. Ballot boxes will be placed on the table near displayed cakes for voting.

**Date:** April 2, 2012

**Location:** The Millennium Ballroom of the LOEWS Philadelphia Hotel

You will have ample time to load in and properly display your entry with a load in schedule given you by the Loews Hotel. Please note that on your display cake, your topper must be real. However, the remainder of the cake may be a dummy. You must also set aside tasting pieces for the judges.

*There has been a huge response to this event and each pastry chef must have enough samples to accommodate a minimum of 250 servings for attendees to sample.* Last year, we received an overwhelming turnout to say the very least. We had well over 700 future brides in attendance.

Winners will be announced publicly around 7:30 PM, depending on the attention of the crowd. There will be four prizes including a top prize for Best of Show.

The general public will receive goody bags and the chances to win over 40 prizes without needing to purchase a raffle ticket. The entire evening of fun and fabulous cakes will cost the public a total of a \$40 donation in advance or \$50 at the door to City of Hope. This is certainly a great deal for a great cause. Each pastry chef will receive two passes, one for themselves and one for an assistant. We would like to offer more passes but this is a fundraiser after all.

We will send you pre-stamped postcards for you to send to family and friends so they may enjoy the fun, and your possible win, as soon as they are available.

If you have questions concerning "Let Them Eat Cake" or City of Hope, please feel free to contact Harry Giordano at 800-344-8169.

We are certainly looking forward to eating the best wedding cake in the Delaware Valley.

Sincerely,

Handwritten signature of Harry Giordano in black ink.

Harry Giordano  
Senior Director of Development  
City of Hope

Handwritten signature of Amy Fitzpatrick in black ink.

Amy Fitzpatrick  
City of Hope

Handwritten signature of Mark Kingsdorf in black ink.

Mark Kingsdorf  
Owner  
Queen of Hearts Wedding Consultants



## JUDGING:

This is a blind judging. Each of the contestants has selected a numbered table at their time of arrival – random order. This is to ensure that the panel of judges has as little indication as possible as to who the contestants are...This is also the reason we have not published the names of the competitors.

Prizes will be awarded to both the professionals and students for – “**Most Artistic**” and “**Best Tasting**”.

Additionally, the participant with the highest combined score will win best overall.

## CRITERIA:

Each judge will have a description sheet, broken down into artistry and taste...each criterion will be further broken down into five sub-categories for a total of ten areas.

Each of the ten sub categories will have a possibility of 10 points, for a total possible overall score of 100.

One (1) being the lowest possible point value awarded, and ten (10) being the highest. Please keep in mind that all are professionals and 1's should be fairly uncommon; and that 10's are a truly perfect presentation of their artistry and product.

Participants were told to present the best “Wedding Cake” for the competition – other than that they were asked to make the product best display their own creativity – no regulations as to theme, season, tradition or and other parameters were discussed.

Dummy cakes may be used for the decorative portion of the judging. A small cake (8-10”) decorated to match the cake displayed must be edible and have two slices cut from it for the judges to taste and view. You must provide at least 250 portions of cake to be served - pre cut – bagged or boxed cakes or cupcakes are permitted.

Due to a HUGE number of issues with people trying different flavored samples than those the judges tasted, we ask that you keep the samples and the judging pieces the same flavors.

Excessive use of non-food items is not encouraged as part of the artistry is in the skill and use of pastry products.

## CLASSIFICATIONS:

### ARTISTRY:

- (1) Overall Artistry – Presentation of a professional pastry product, overall appeal to the consumer, appealing design, color and ornamentation. Uniqueness of the product.
- (2) Decoration / Ornamentation – Mastery of technique – are the bows, flowers, filigree piping uniform, smooth and unbroken.
- (3) Icing / Frosting - Is buttercream uniform, even and smooth? Is fondant smooth, not cracked, having an even finish and thin? Are there crumbs showing through the icing?
- (4) Use of Color – Is color pallet uniform, are colors well mixed into decorative media? Do the colors in different layers blend well?
- (5) Layer Uniformity - Are the cake layers even and flat? Is the filling thickness compatible with the cake? Does it stack well?

### TASTE:

- (1) Overall Taste – Is the product appealing? Would you want a second piece? Is it something you would want served at your wedding?
- (2) Icing/ Frosting – How is the mouth feel? Is the product too sweet? Is the butter cream gritty? Is the fondant too thick and not servable?
- (3) Filling – Does the filling work well with the cake? Is it too sweet? Does it overpower the cake? Is the texture appropriate? (Is it grainy or seedy?)
- (4) Cake- Is the product moist? Does it have an even texture? Does it have a fresh flavor? Does the flavoring agent taste artificial or overpowering?
- (5) Richness- Does this product exhibit qualities which show the pastry chef used good quality products – butter, eggs, cream, chocolate, natural ingredients – things that would set it apart as “pastry” rather than “cake”?



## JUDGE'S TALLY SHEET

COMPETITOR # \_\_\_\_\_

### ARTISTRY:

- |                                |             |
|--------------------------------|-------------|
| (1) Overall Artistry           | Points_____ |
| (2) Decoration / Ornamentation | Points_____ |
| (3) Icing / Frosting           | Points_____ |
| (4) Use of Color               | Points_____ |
| (5) Layer Uniformity           | Points_____ |

*Total Artistry Points* \_\_\_\_\_

### TASTE:

- |                     |             |
|---------------------|-------------|
| (1) Overall Taste   | Points_____ |
| (2) Icing/ Frosting | Points_____ |
| (3) Filling         | Points_____ |
| (4) Cake            | Points_____ |
| (5) Richness        | Points_____ |

*Total Taste Points* \_\_\_\_\_

*Total Combined Score* \_\_\_\_\_