

A TOUCH OF SWEETNESS...



BY EMILY MARSH AND CAITLIN KENNEDY

It starts in the kitchen, take a little of this, a dash of that, and then a delicate hint of caring that pulls off the recipe. This is the creation of a cake, but not just any cake. A cake from the girls at A Touch of Sweetness. This is who we are, Emily Marsh and Caitlin Kennedy, two cake bakers out to create a whole new way of looking at a basic treat people have been enjoying from childhood.

Gainesville, Florida is a place of opportunity. Surrounded by college students who are suddenly living their dreams, it soon became clear to us that we did not have to wait until our 20's and 30's to realize and act upon our goals. Thus, Touch of Sweetness Cakes was born. Targeting youth was our goal so we aimed to create fun cakes but without the high prices of a traditional bakery. While a profit margin is important, we decided that an extreme profit was not our priority and so we created a just price system.

After we got together and made some very cute, yet simple business cards, we succeeded in spreading the word about our blossoming business. Our peers and our teachers at Buchholz High School were very appreciative of an opportunity for home baked goods and leapt at the chance to partake of our offerings.

Since our somewhat timid beginnings, our reach has grown and in the past three months we have had about 15 customers! People are loving what we love: cakes we make by hand. We have had orders for everything from a fun fossil cake to a groom's cake and it has been an incredible journey.

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Our journey has not been an easy one and many obstacles lay in our way. Creating unique recipes and attractive cakes is not as easy as it seems. We have to sketch out our ideas first, label different materials and of course always keep the customer in mind. For example, we received an order for a cake that was simple yet delicate and had a fondant layering with creme roses and several layers of ribbon around different tiers. While a daunting task, Caitlin and I accepted. It was a difficult cake to make and took several hours. We were in the process of creating the soft roses and measuring ribbons when all of a sudden the phone rang and the customer told us he was on his way...thirty minutes early! In an absolute time crunch we managed to create the cake he wanted and when he arrived we did not complain of his earliness nor did our cake lack any of the finesse of a cake which would have taken much longer. It was a very proud moment as our customer smiled and left with the cake he had hoped for.

Looking back now, neither Caitlin nor myself can believe that our love of baking and a casual idea of bringing what we love to others could have taken us so far. Seeing how amazing the journey has been thus far, we are anticipating what could possibly come next. We like to dream that one day we will have shops nationwide and sell many cakes that people will love and remember. Our dreams have gotten us so far already, we just keep adding layers to our cake made of our aspirations, hard work, and successes. □

