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Andrea Hoy/Daily Nebraskan

Rich Mettler, vice president of Mettler Family Bakery, and employee Lynn Lewandowski kid around while giving out cake samples at a recent Wedding Fair in the Cornhusker Hotel.

White takes cake Flavors make corner bid

By Mike Reilley
Senior Editor

Traditional white still monopolizes wedding-cake sales, but three local bakers said some new flavors are making a bid for a corner of the market.

Cheese and alcohol-flavored cakes have arrived on the Lincoln wedding scene in the last few months, but sales show they have a long way to go before they catch the white cake in popularity, said Rich Mettler, vice president of Mettler Family Bakery.

One reason for the white cake's popularity is cost. Mettler said a piece of

cheesecake costs between \$1 and \$1.05 at his bakery, whereas a portion of white cake is 50 cents.

Cheesecake costs more because it's heavier and "more solid" than white

'Girls dream about a big, fancy wedding cake. I've had girls tell me that they started picking out what kind of cake they wanted when they were 15.'

—Rich Mettler

them at a recent bridal show.

"They're real big out there," he said. "They go for as much as \$900. I think we're the only bakery in Nebraska to make them."

Alcohol-flavored cakes cost about \$1 a serving, Pat Mettler said. Her bakery offers flavors such as Amaretto.

Almost two-thirds of the cakes sold at Wedding Cake Specialties are white, chocolate or fruit flavored, said owner Pat Schmidt. The other one-third of sales are divided between 14 flavors, including the alcohol-flavored cakes, she said.

Alcohol-flavored cakes "are kind of a trend," Schmidt said.

"Anytime you introduce something new, it will catch on," she said. "I introduced candied lillies on my cakes at a bridal show the other day and they caught on like crazy."

"When you come up with a neat design and promote it, that's what will sell."

Choosing a flavor is only part of buying a wedding cake, Rich Mettler said.

'People go to weddings for two reasons. They want to see the bride, and they want to see the cake.'

—Pat Schmidt

Other decisions include what kind of groom's cake to buy, what type of ornament will be on the cake and what flavors of frosting will be used.

See **CAKE** on 14



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