



# WHITE'S BAKERY

— est. 1987 —

## STORE POLICIES AND GUIDELINES

(updated 10.18.18)

*It is the customer's responsibility to read our store policies in full. If you have a concern or question not listed in our policies below, it is your responsibility to ask a store manager for assistance. Otherwise, White's assumes the customer uses common sense and shares our beliefs.*

## CAKE AVAILABILITY SCHEDULE

White's has four CAKE CATEGORIES – BASIC, INTERMEDIATE, SPECIALTY, & HIGHLY CUSTOMIZED. The chart below will show you the general availability of a certain cake type (availability always depends on the current volume of orders, and is not guaranteed).

FOR PICK UP ON:	<b>BASIC CAKES</b> must be placed by the previous:	<b>INTERMEDIATE CAKES</b> must be placed by the previous:	<b>SPECIALTY + HIGHLY CUSTOM CAKES</b>
MONDAY	FRIDAY	WEDNESDAY	<b>Minimum 2 weeks' notice</b>  <b>Avail first come, first serve</b>
TUESDAY	SATURDAY	THURSDAY	
WEDNESDAY	SUNDAY	FRIDAY	
THURSDAY	MONDAY	SATURDAY	
FRIDAY	TUESDAY	SUNDAY	
SATURDAY	WEDNESDAY	MONDAY	
SUNDAY	THURSDAY	TUESDAY	

Our store front associates are not trained to take cake orders beyond the BASIC category. If you have a special request, or need to order a custom cake, please reach out to our cake consultant at [cakes@whitesbakeryandcafe.com](mailto:cakes@whitesbakeryandcafe.com) or 508-584-5100 x5.

**CAKE BOOKS & ONLINE CAKE GALLERY:** Our cake books and online gallery feature a variety of coded and categorized cakes to order. We have variety of popular styles and designs, so please be sure to check them out!

Please note: color, font and décor for the cakes in our books/gallery may not be EXACT. It varies depending on each cake decorator's style and technique.

## DESIGNS/PICTURE SCANS/COLORS

**CREATIVE FREEDOM POLICY:** Our team of cake decorators, pastry chefs and others are talented! Please allow them CREATIVE FREEDOM to make/decorate your order as they see fit. As the customer, you may suggest themes, color palettes/tones, and other general decorations, however – EXTREMELY SPECIFIC needs such as (but not limited to) exact positioning/placement of decorations and colors, writing font and other items may not be requested. When you place an order with White's, you automatically grant us creative freedom.

**FOR CUSTOM ORDERS:** If you provide a picture of something, it serves as inspiration only. We will try our best to accommodate your request and come as close as possible to your desired design, but **please keep in mind exact replications are not possible**. Each of our talented cake decorators has their own style and technique. Like handwriting, no two designs are the same. Our cake decorators need creative freedom!

**COLOR REQUESTS/COLOR MATCHING:** The only way to guarantee an exact color match is to bring us a physical swatch or sample of the color desired. Emailing us a picture is not acceptable for exact color matching, as computer monitors and printers all vary. Even describing a color can be tricky. Example: Coral. Our decorator may think of coral as an orangey-pink color, you may think it's more pinky-orange. Color is very subjective, so we ask that if the colors on your order are an integral part of the design, please bring us a swatch.

We do not basecoat cakes very dark colored frosting (black, navy, etc) due to the heavy amount of dye needed. If you would like a dark color on the outside of a cake, it must be covered in fondant (which is considered a custom cake order). Metallic color requests must be painted by hand (extra charges apply). Painted metallics are available on writing, gumpaste flowers (tips only), or scrollwork. We are not able to color frosting metallic.

**EDIBLE IMAGE SCANS/PHOTOS:** Our Brockton store must receive image at least **12 hours prior** to pick up. You may send via email to [cakes@whitesbakeryandcafe.com](mailto:cakes@whitesbakeryandcafe.com) or bring in to our Brockton store. Your email must include the name on the order, pick up date and store.

Max image size we can print on the edible paper is an 8x10.

Do not leave original or one-of-a kind photos – please make a copy of your photo and leave the copy with us. White's is not responsible for any lost or damaged photos.

If you are emailing us a picture to use, please make sure it is high quality and in a file we can open (pdf, jpeg, png, word).

Image editing - Our scanner software is not able to edit or enhance images other than simple cropping. If you send us a picture that has a watermark on the background, or something you don't want included – we are not able to remove it. Your picture will appear EXACTLY as it looks when you provide it.

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## DEPOSITS

All orders must be **paid in full** at the time of order.

If you have an order started, but have not yet paid in full, then you do not have a spot on our schedule. We will continue to accept orders that have been paid in full until we are out of availability. Your payment guarantees a spot on our production schedule. It ensures a commitment on our part –and on your part – that you would like White's to make your order. Your payment guarantees we will be available to make your item(s) for the day you specify.

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## CANCELLATION POLICY

We receive a very large amount of requests for special orders every week and we are only able to accept a certain amount. When you cancel an order with enough notice, we are able to accommodate another customer's request. When a last minute cancellation is made, we are not able to make up for the lost sale, thus the cancellation fee. In order to maintain a manageable work load and maintain the quality of our work, we must enforce this policy. Significant alterations to flavors, decorations or cancellation of an existing order must be made VERBALLY and TIMELY.

If you cancel with:

- **More than 7 days' notice\*:** Orders cancelled with a FULL WEEKS NOTICE will be compensated with a full refund.
- **2 - 7 days' notice\*:** Orders cancelled WITHIN a week to TWO DAYS of pickup date will be compensated with a merchandise credit for paid amount. Refunds will not be issued.
- **Less than 2 days' notice\*:** Orders cancelled or significantly changed on short notice (TWO or less days prior to pick-up date) will be compensated by store credit **minus a 30% cancellation fee.**
- Rescheduling your order on short notice will incur the 30% cancellation fee on the original amount, plus any difference owed (if applicable).

\* From pick up date

**Verbal cancellation is required** - we do not accept cancellations or change requests via email (sometimes they go to junk mail). You must call or stop by in person to cancel.

Any changes (design, flavor, size, etc) must be made with at least 4 days' notice. Change requests cannot be guaranteed and are subject to our production schedule/availability.

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## MERCHANDISE CREDIT POLICY

Any discrepancies with a product after it has left our store must be documented with a photo, or you must return the item to the store within 48 hours of pick-up. Merchandise credits will not be honored without proof of discrepancy and are left up to the manager's discretion. We do not give credits unless a mistake was made on our part. Mistakes DO NOT include décor details such as (but not limited to) color shades/tones, writing font, décor placement, etc. This is strictly enforced by our creative freedom policy. NO EXCEPTIONS.

We require all customers picking up orders to inspect their items, and sign their order slip to acknowledge there were no mistakes or discrepancies before it leaves the store. Refusal to sign will waive any right to receive a store credit for mistakes.

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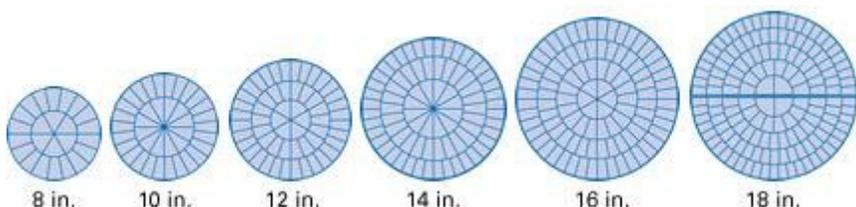
## INSTRUCTIONS FOR CAKE TRANSPORT/CARE

When you pick-up your cake, please be sure to hold the box from the bottom – not the sides! You do not want to risk ruining the sides of the cake.

**TRAVELING A LONG DISTANCE WITH A CAKE:** We recommend that your cake be placed on a flat, level surface such as the floor, trunk or back of an SUV. Bringing along something that can keep your box from sliding during transport is helpful. Blankets, towels or other items tucked next to the cake box can keep it in place. If you have to place your cake on a seat, make sure you can keep the cake level by tucking blankets or coats under the box so it does not lean. In warmer months, make sure your vehicle is cool/air-conditioned. Frosting, fillings, or fondant decorations can become soft and unstable when exposed to heat and humidity.

**STORING/SERVING A CAKE:** Keep your cake somewhere cool! If you will not be serving your cake within an hour of picking it up, please keep it refrigerated. If you do not have access or room in a refrigerator, you can store it (keep in the box) in a large cooler with ice packs, or by placing ice packs around the box. Please keep in mind, repeatedly moving a cake from cool to warm temperatures could result in decorations becoming soft or unstable and fillings to become soft, which can create leaning or sliding of cake layers/tiers, condensation on the frosting, colors bleeding, etc.

**BEST WAY TO CUT A LARGE ROUND CAKE OR TIERED CAKE:** For cakes larger than 7" round, we suggest cutting slices as illustrated in the diagram below to ensure you get the most servings. For tiered cakes, start with the top tier and move your way down. Please note that there are wooden dowels placed in the tiered cakes to secure them – remove before serving.



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## DELIVERY INFO

**DELIVERY INFORMATION:** We will deliver large orders such as tiered cakes, catering orders, etc for a fee. All deliveries are made from our Brockton store and the fee will depend on the distance from Brockton. The minimum delivery fee is \$25. Most deliveries need at least one week's notice and is subject to our driver's availability. **All orders that are delivered must be paid in full prior to delivery date. Our driver does not accept payment.**

Our driver will ensure your order arrives safely, but they do not set anything up, aside from placing your cake (or other item) in a designated spot (display table, refrigerator, etc). It is up to the customer, or event planner to arrange your items in a presentable manner with other décor (flowers, etc).

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## ALLERGY CONCERNS

**NUTS:** White's is **not** a nut free bakery. We try our very best to accommodate customers with special allergy concerns and make sure our equipment, utensils and work space have been properly sanitized – however, we use nuts in many products and cannot guarantee that an item has not been in contact with small or trace amounts of nuts. Please use your best judgement when ordering.

**GLUTEN FREE:** White's Bakery is **not** a Gluten Free facility, however we do offer a few products that are GF. If you are looking for a GF birthday or special occasion cake, we make a GF vanilla or chocolate cake that can be decorated (cupcakes also available by special order). Please use your best judgement – again, we are not a GF bakery and some of these products may come in contact with other items that contain gluten. Gluten free cakes need advance notice and are subject to availability.