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Crème Delicious cakes are taking the dessert world by storm



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Newark City Guide Examiner

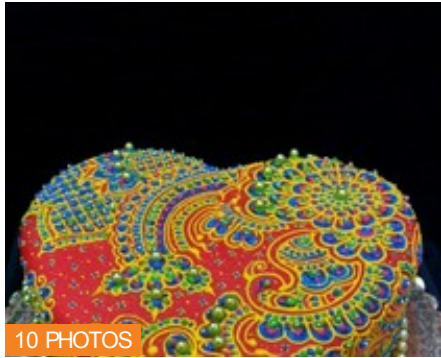
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Slideshow: Creme Delicious cakes are taking the dessert world by storm



Creme Delicious cakes are beautiful and delicious Photo credit: Photo courtesy of Creme Delicious

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Since starting her cake business, Crème Delicious, less than a year ago, owner Sandy Patangay's gorgeous henna creations are getting attention wherever she goes. Sipping on a latte while sitting in a local coffee shop, she places one of her cakes on the table. Almost immediately several patrons and waitresses come over to inquire about where to find the irresistible cake. This is not an unusual occurrence for Sandy who says, "my best form of advertising so far has been word-of-mouth and people seeing the cake displayed and then asking me about it."

It is not surprising once you see the striking designs yourself. They are individually sized and each is totally unique in design. Using several colors, shapes and fillings, each is reminiscent of an edible Faberge Egg. Sandy explains, "the cakes require a nine-step process to come to life. Because of the labor intense process, each is literally an edible work of artistry. Our goal is to make your special occasion tasteful and memorable by our unique shapes, delicious flavors and buttercream filling. We will help you make choices to create a tasteful combination that will complement your special event. If there is a customized combination, we will try our best to accommodate your flavor." The cakes are baked in sheets, then cut into shapes and filled with buttercream. In order to allow time for the natural cooling process and multi-layered decoration, it is advised to order cakes at least 3 days in advance.

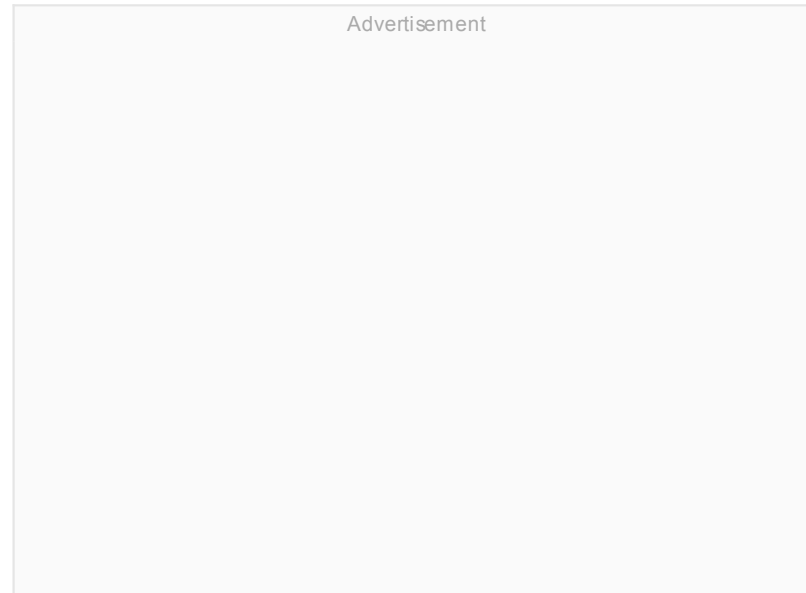
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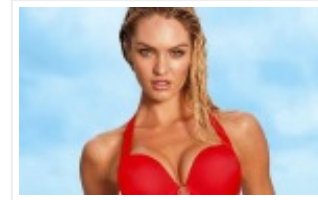
It's hard to believe something this beautiful can actually be eaten, but when you bite into them you discover the wait is well worth it. Upon opening the clear display box, the sweet smell will immediately tantalize, and the soft, buttery consistency and cream filling will melt in your mouth. The little cakes are a sensory delight, with the ornate and intricate decorations appealing to the eyes, the sweet aroma to the nose, the raised and glittery details to your touch, and of course the unforgettable taste will linger in your mouth.

The cakes come in heart and square shapes, with flavors including chocolate, vanilla, green-tea, red-velvet, and pink champagne. Several choices of buttercream filling are also available, such as jasmine white chocolate, chocolate hazelnut, strawberry, mango, and green-tea. Sandy says



over the years.

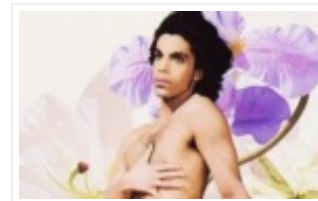
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hazelnut, strawberry, mango, and green tea. Sandy says demand for the cakes over the recent Valentine's Day holiday were through the roof, and she expects the same demand for Mother's Day, as well as most other holidays.

Her cakes quickly became the toast of the dessert world and have already appeared in Biz Bash, Martha Stewart, and Oprah's magazines. The domino effect of praise began after Sandy was blogged about by a freelance writer, who then invited her to attend the Martha Stewart Weddings-Bridal Market Party last October. Sandy took some free samples of her cakes, which became an instant hit with Darcy Miller at Martha Stewart, and Ron Ben-Israel of Sweet Genius on the Food Network. Oprah then saw the cakes featured on Sweet Genius and wanted to try them for herself. They also became a hit with Cake Queen, Sylvia Weinstock. Crème Delicious now has several celebrity clients that include Bryant Gumbel, Gayle King, Beyonce, Goldie Hawn, and Calvin Klein. Sandy hopes to have her cakes featured in next year's Oscar goodie bags, which are given out to celebrities at the event. Marci Klein, Producer of NBC's 30 Rock and Saturday Night Live also regularly orders the cakes for corporate events. Crème Delicious also does corporate logo cakes, where the company logo is framed by henna decoration. This is an exclusive service only they offer, making them a wonderful corporate gift. Sandy says her cakes have become very popular for corporate functions, but are also great for a baby shower, birthday, a get well gift, weddings, or just a way to spoil your loved one.

At the moment the high-end cakes can only be ordered through their boutique website of www.creme-delicious.com, but Sandy is looking to expand to a storefront/cafe in Manhattan in the near future. The cakes are each lovingly made by three assistants from the French Culinary Institute, although Sandy personally creates the henna designs on

each herself. Sandy learned about henna design in India and has had her own henna studio for the past 13 years. During that time she mostly concentrated on performing her craft at Indian weddings and parties. One day she decided to experiment with decorating a cake with henna designs, and then took a photo of the results to a henna event. A food blogger who happened to be there noticed the cake and blogged about it. Over the next several days Sandy's internet hits were the highest they have ever been.

Sandy's cakes are all inspired by Indian saree colors and the designs are free form, making each cake its own one-of-a-kind masterpiece. Sandy's extensive expertise with henna has seen her contribute to several Henna books over the years, and she even creates her own henna paintings on canvas, that have been displayed at local galleries. She explains, "Indian weddings last for at least five days, and the first day includes Henna (or Mendhi) night. It is like a ceremonial bridal shower in our culture and a chance for the bride to bond with the other female members of her family, and her prospective groom's family. Henna is a herbal plant that actually cools the body and helps calm the bride. Indian weddings are very elaborate so the intricate details of the henna designs fit in well with the lavish ceremony. It can also be used as a substitute for jewelry in families that aren't as well off financially. As traditionally many brides were very young, while the henna is on the skin it is considered a transition phase for the bride to get used to her new family and surroundings."

Crème Delicious cakes will soon be the centerpiece at several celebrity filled events such as The Black's Annual Gala in Miami. The event, which is hosted by The Real Housewives of Miami's Lea Black, will feature performances by Tony Bennett and Queen Latifah. Sandy is also attending The

Knot Bridal Fair in April, as well as becoming a regular at many other exclusive events. Along with having her own cafe, she hopes her cakes will be available in stores like Macy's, Starbucks, Dean and DeLuca, William Sonoma, Saks, and Bergdorf Goodman in the near future. Looking ahead, she is also contemplating a sportswear line, featuring her colorful henna designs. The line will include t-shirts and workout wear for larger women, so they can look and feel great while working out.

Sandy prides herself on not only personally decorating each cake, but also giving outstanding service to each one of her customers. Her warm and inviting personality means everyone who meets her is made to feel as special as the incredible cakes she makes.

To order Crème Delicious “edible artistry that will dazzle your eyes” and taste buds, visit them at www.creme-delicious.com

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Susan Velasquez is from Sydney, Australia originally but has been living in the NY/NJ area for almost 20 years. Having mostly worked in the insurance and banking industries she is now writing and attending University studying IT. Susan has travelled to 30 countries and been to approximately 15...

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