

CUT THE CAKE BUDGET!

GETTING HITCHED THIS YEAR?

There's a new way to help your savings account live happily ever after: Order your wedding cake from the supermarket. More chains are offering many of the perks of trendy bakeshops—custom designs, fancy upgrades, delivery—at a fraction of the \$12 to \$14 per-serving price tag. (Average savings: \$10 per slice, which can add up to hundreds of dollars.) Check out these tips for a sweet trip down the bakery aisle. BY LESLIE GOLDMAN

SAMPLE THE GOODS

During your initial meeting with the bakery manager, set up a tasting. Stores such as Stop & Shop offer the classics, as well as trendier flavors like red velvet and coffee.

Stop & Shop,
\$1.25 per serving

GET INSPIRED

All the stores have predesigned cakes (Publix's look book features more than 40), but most will also work with your ideas or re-create a cake from a photo. Scour Pinterest and magazines for ideas.
Publix, \$3.33 per serving

ASK FOR UPGRADES

Fresh fruit, custom ingredients and flavors, handmade sugar flowers, fondant—some markets, like Safeway, can accommodate many of the special requests that pricey bakeries do.
Safeway, \$2.50 per serving

STRESS LESS

Short on time? Walmart can whip up any of its designs in 24 hours. Other stores can quickly turn out simple cakes that aren't highly customized.
Walmart, \$1.06 per serving

