

B E S T D E S S E R T  
C A T I E S 2 0 2 0

*Feast your eyes*



WHIMSICAL WATERMELON CAKE

# Description of event

## WHIMSICAL WATERMELON CAKE

Summertime had arrived and our premium client, housing the top international liquor brands reached out to us to create a sensational show stopping dessert that was fresh and healthy to celebrate their summer kick off party extravaganza.

What personifies summer better than juicy, crunchy and fresh watermelon...so we got thinking, it's a celebration too right?... And then it was born, our watermelon whimsical cake.

The sun is shining, you've got juice dribbling down your wrist and not a care in the world. And sure, you could serve your melon in wedges...or inventively create a trendy, festive "cake" and watch everyone ooh and ahh.





# Description of the concept and objectives

## W H I M S I C A L   W A T E R M E L O N   C A K E

A unique and decadent dessert was creatively crafted by our innovative team keeping various trends top of mind including veganism and healthy eating.

The world is looking more towards eating healthy and incorporating veganism in their diets with this being said people still desire their desserts to be fun, delicious and playful. It is said that if people were to go vegan, it could save millions of human lives, reduce greenhouse gas emissions, avoid climate changes and most notably lead to healthier lifestyles.

Our main objective was to design not only a dessert that would be healthy and vegan but to ensure it was innovative by elevating a fruity favourite, watermelon to new heights in a the form of a jaw dropping 'cake'. This gives a unique flare to watermelon that could have just been cut up as which we are used to.

The towering watermelon cake invites you to celebrate in a modern, healthy way while still keeping it indulgent with juicy watermelon bursting by the mouth full. Our guests were absolutely in love with our unique creation as they snapped pictures away and marvelled in the magic of summer, we were certain our culinary team had created a dessert masterpiece.

Being that the event is a celebration to welcome the festive season, our creative team knew that this idea had to be something that was a foodie favourite but with an unexpected look and feel. Guests were inspired and we were thrilled that they could now envision their own creative takes on everyday fruits that can be enhanced for special dessert displays.

Life is too short. Eat dessert first.



# Originality of presentation

## WHIMSICAL WATERMELON CAKE

Summer is all about being outdoors, basking in the sun, creating memories that will last a lifetime and undeniably about delicious gourmet desserts to sweeten the summer days. South African's love to celebrate and indulge whenever they get the opportunity, whether it be a small or big occasion, they love celebrating life.

Our client knows how to throw a party and we are always honoured when they call upon us to create an unforgettable dessert that gets the guests excited and happy to be alive. Food evokes emotion and our watermelon cake just did that. It brought back so many happy memories for our guests and of course it was a whole new experience for them allowing them to continue making those momentous summer memories.

When people think of desserts they automatically think of all the ingredients, time, mess and calories that they will need to factor in. When our client highlighted that our dessert creation would need to be healthy and of course embody summer we looked at fruit being the core ingredient.

We knew that we could create a new kind of 'cake' with various tiers creating height with the magical fruit of the summer season, watermelon. Crunchy discs of watermelon were carefully stacked on top of one another and it didn't end there. What is a cake without all the toppings and frills? With an unending variety of other marvellous fruits of beautiful berries and flourishing flowers we were able to make this creation a unique edible show piece.

More so, the dessert is vegan and really shows how one concept can support various trends, in turn promoting a healthy outlook on the ways we can eat. Who knew that a cake could be this fresh, healthy and have such few calories which really pertains to the famous saying 'cake calories don't count'.

Our creative team celebrated this certainly fresh and vibrant spin on a dessert that all our guests delighted in.







# Detail of the production of the concept of this event

## W H I M I S C A L   W A T E R M E L O N   C A K E

Unlike other traditional desserts, the watermelon cake needs very little equipment to produce it. Being that the most important factor of this dessert is that it needs to be absolutely fresh, it is made on site at the event venue.

In South Africa we are home to some of the largest and most well known watermelon farms which enables us to always have the freshest ones available.

This show stopping dessert, watermelon whimsical cake is carefully crafted by first cutting it in half and then delicately removing the hard rind. Once that is complete perfect spheres of various sizes are cut and shaped to create a layered effect much like a traditional tiered baked cake.

The crispy layers are then stacked on a cake stand to elevate it and give it even more height. Then comes the really fun part...the toppings. We are lucky enough to have access to a range of flavoursome fruits; lush berries, succulent grapes, daring dragon fruit and more. Not forgetting some pretty flowers for that extra whimsical touch. Our chefs are artists and freely garnish the cake with their creative imaginations.

The watermelon whimsical cake is no doubt a genius dessert masterpiece and every mouth full is nutritious and scrumptious.

# Challenges or obstacles and how they were overcome

## W H I M I S C A L   W A T E R M E L O N   C A K E

We live in a day and age where while trying to stay healthy we also want our food and desserts to be tasty and inviting. Our culinary gurus love a challenge and when they heard this dessert creation had to be healthy we were so excited to showcase that nutritious food can also be just as delicious.

While every project poses challenges we overcame ours by putting together a plan that would ensure our cake would stand tall and proud.

We knew that watermelon can lose its crunchiness if it is cut too long in advance and left out to wilt. With this being said we decided beforehand that we would cut the watermelon at the event in the back of house kitchen ensuring the freshness was kept.

More so, as this is a very delicate cake when moving as it can slip we used toothpicks to keep each layer together. The various, colourful toppings were then artistically placed by our chef once the cake was on the presentation table creating a theatrical experience for guests to enjoy and in turn serving the purpose of the toppings staying in place.

Our talented team brought forth the spirit of summer and guests rejoiced with so much happiness...Life is sweet!

# Recipes

## Ballerina Dreams Whimsical watermelon cake

### Ingredients

- 2 large water melons
- 1 punnet blue berries
- 1 punnet raspberries
- 1 punnet strawberries
- 1 punnet gooseberries
- 1 punnet red grapes
- 1 hand full edible flowers

### Method

1. Cut the water melon into 3 thick rounds from small to large and peel
2. Arrange the water melon on a platter with the large round being at the bottom, medium one in the middle and small one on top
3. Drape with fresh berries and grapes, flowing down from the top to the bottom and onto the platter
4. Garnish with edible flowers

# Collateral – Function Sheet

WHIMSICAL WATERMELON CAKE

## FUNCTION SHEET

Function Coordinator: -	Head Chef:
Event Date: <b>Saturday 31<sup>st</sup> August, 2019</b>	Delivery vehicle: <span style="float: right;">Driver:</span>
Event type: Harvest Table	Staff transport: <span style="float: right;">Time:</span>
Event colour and theme:	Kitchen equipment at event:
Pax: <b>100</b>	Flowers required:
Client Name: Sonic State – Rudy	Dietary requirements:
Client contact Nr: 073 343 9091	Halaal:
Event Address: <b>Blo 32, 7<sup>th</sup> Avenue Parktown North</b>	Kosher:
Guest Arrival Time: <b>11:00 – 3/4pm</b>	Vegetarian:
Delivery Time: <b>8:00</b>	Other:

Notes for Kitchen:

### Sonic State - Johnnie Walker Women's Lunch

- High quality cheeses (smaller ones) surrounded by artisan breads, gold dipped mounds of grapes, fresh strawberries, roasted nuts and preserves
- An array of imported cold meats to devour dusted with fresh red amaranth
- Delicious freshly made dips including:
  - Red pepper humus dusted with smoked Spanish paprika and dried parsley
  - Creamy coconut vegan tzatziki with cucumber slivers and cracked black pepper
  - Olive oil, coarse sea salt and balsamic bread drizzle pipettes
  - Herbed lemon feta dip with chopped chives
  - Spicy roasted tomato and herb dip
- An array of freshly made delicious artisan breads of various kinds served in large wicker baskets
- Marinated larger than life olives
- Large smoked salmon platter with cream cheese, capers, lemon wedges, melba toast and fresh dill – smoked salmon from packets
- Sliced flame grilled chicken breast topped with a light spice Peruvian green sauce and fresh micro greens
- Beaten gold large platters filled with a fresh ultra green salad on a bed of softened white cabbage ribbons, topped with zucchini noodles, blanched broccolini and green beans, bundles of wild mushrooms, lemon avocado and black sesame seed brittle with a delicious oriental soy vinaigrette
- Flash fried asparagus bundle trees drizzled with fresh lemon and toasted pine nuts

Dessert:

- Gorgeous vanilla bean macaron towers draped with gold dusted chocolate shards surrounded by a bed of branded macarons and whimsical fresh flowers
- Beautiful watermelon 3tiered cake draped with various fresh fruits and flowers
- Meringue kisses tower wrapped in gold spun sugar
- JW branded red velvet cupcakes topped with cream cheese and gold dust
- MINI dark chocolate cased tart with a red berry center and chocolate shavings
- Day out margarita cheesecakes topped with tequila soaked crystallized lime
- We sparkle mini doughnut towers topped with delicious candies and flowers
- The classic chocolate ganache brownies dusted with icing snow
- Whimsical candy floss trees dripping with crystals and gold leaf

# Collateral - Invoice

WHIMSICAL WATERMELON CAKE

TAX INVOICE			
Function Date: 31-Aug-19		Invoice No: XXXXX	
Client: Sonic State			
Pax: 100			
Venue: Blo 32			
<b>Banking Details:</b>			
XXXXXXXX			
XXXXXXXXXX			
A/c No XXXXXXXX			
Bank Code: XXXXXXXX			
Qty	Description	Unit Price	Total
Menu			X
100	Custom whimsical decadent harvest table incl. all desserts	X	X
100	Catering smalls incl. all necessary crockery, cutlery and serving gear for menu	X	X
1	Harvest table set up incl. décor, styling, objet, floral, large wooden table incl. custom branding, signage, etc	X	X
6	Food and drinks waiters @ X/hour for approximately 6 hours	X	X
1	Senior manager @ X/hour for approximately 6 hours	X	X
1	Kitchen set up	X	X
1	Delivery & Collection	X	X
<b>SUB TOTAL</b>			<b>X</b>
<b>VAT</b>			<b>X</b>
<b>TOTAL</b>			<b>X</b>

# Supplier List

WHIMSICAL WATERMELON CAKE

Services	Supplier
Hiring	Exclusive Hire
Tenting	Outdoor Infrastructure/Downings
Tablecloths	Tablecloth hire Afresh Event and Design
Lighting, AV & Technical	Bluemoon Productions Sunfire Media
Furniture	Afresh Event and Design So Where 2 Events Funxion Fusion Something Different Dish Social
Carpets	Chairscaapes Exclusive hire
Floral	Afresh Event and Design Franz Grabe Flower Couture
Printing/design	Digital Dimensions
Coffee/gelato bars	Liquid Chefs
Frozen yoghurt bar	A-Z Productions
Bar structures	Liquid Chefs Afresh Event and Design
Draping	RSA Draping

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Thank You