

## Introduction

These Terms and Conditions apply to all wedding cake orders placed with Primrose Cakes, owned by Kristina [Krissy] Quinton. Any reference to "I," "we," "me," or "us" refers to Primrose Cakes. Any reference to "you," "your," or "couples" refers to the clients who are ordering the wedding cake.

Venue representatives can include your event coordinator, wedding coordinator, wedding planner, catering team, or catering manager who are running the event.

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## 1. Order Process

1.1 All orders are subject to acceptance and availability.

1.2 It is your responsibility to provide us with a valid email address and telephone number so that we can contact you if necessary.

1.3 You shall be responsible for ensuring the accuracy of the details provided by you during the order process. A booking fee invoice will be issued within 48 hours of your request to secure your wedding date. Further invoices will be sent a minimum of one week before each payment is due - the first balance instalment is due 5 months prior to your wedding date, and the final balance is due 2 months prior.

1.4 Once your booking fee has been paid, we will provide you with a confirmation email and/or receipt to confirm this, as well as an Order Form once details have been confirmed.

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## 2. Booking and Payments

2.1 To secure your wedding date, a non-refundable booking fee of £150 (or another amount stated on your invoice) is required. This invoice will be issued within 48 hours of your request to proceed, and your date will be held for 7 days from the date of issue. If payment is not received within this time, the date will be released and may be offered to other couples. If the 7-day period has passed, you must confirm with Primrose Cakes that your date is still available before making payment.

### 2.2 Payment Schedules by Order Type

#### 2.2.1 Bespoke Wedding Cakes and Semi-Naked Cake Packages

The following payment schedule applies to all bespoke wedding cakes and semi-naked cake packages:

Booking Fee: £150 (non-refundable), due within 7 days of the invoice date.

Instalment 1: 50% of the remaining balance, due 5 months prior to the wedding date.

Instalment 2: Final 50% balance, due 2 months prior to the wedding date.  
Invoices will be issued a minimum of one week before each payment is due.

#### 2.2.2 Intimate Wedding Cake Packages

For intimate wedding cake packages only, the following payment schedule applies:

Booking Fee: £150 (non-refundable), due within 7 days of the invoice date.

Remaining balance: Due in full 2 months prior to the wedding date.

No interim instalment is required for intimate wedding cake packages.

#### 2.2.3 Biscuit Favour only orders

For biscuit favour orders placed without a wedding cake, the following payment schedule applies:

50% of the quoted total due at the time of booking.

Remaining 50% due 2 months prior to the wedding date.

Where biscuit favours are ordered as part of a wedding cake order, they will be included within the overall payment schedule for the wedding cake.

2.3 Payments can be made via Bank Transfer (BACS) or by debit/credit card through Stripe. Alternative payment plans may be arranged by prior agreement, provided the full balance is settled no later than two months before the wedding date.

2.4 Failure to make payments on time will result in the cancellation of the order, and all payments made up to that point will be retained.

2.5 A final balance payment reminder, including a copy of the final invoice, will be sent at least 1 week before the final payment is due.

2.6 No work will be started on your wedding cake order until payments are received as per your payment schedule. Delayed payments may cause a delay in the start of the order and could impact availability of specific design elements or supplies.

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## 3. Cake Design and Decoration

3.1 The final cake design will be confirmed after consultation and a sketch will be included on the invoice. Primrose Cakes reserves the right to make minor changes to the design, including adjustments due to flower availability or structural requirements.

3.2 Primrose Cakes is the only applicator of cake decorations and is not responsible for any decorations or additions to the cake made after delivery. Food safety is a top priority, and only decorations that can be made safe for use with food will be applied.

3.3 Fresh flowers will only be sourced from reputable suppliers, and Primrose Cakes will make the final decision on which flowers are used to ensure they are food-safe. Non-food-safe decorations pose a significant risk to health and may cause medical illness if used on a cake. Where necessary, alternative flower or foliage types will be researched and selected to best match the cake design. Information regarding non-edible or non-food items will be provided with the allergen and cake information form which is given to the venue representative.

3.4 If you have any swatches of ribbon or material, they will help in creating the color theme of your cake. However, due to the variation in materials, an exact match cannot be guaranteed. Please also be aware that images sent digitally may appear differently on different screens, so please inform us of any critical color requirements during the ordering process.

3.5 We will create your finished cake according to the details specified in the Order Form. It is vital you check everything is correct, as exact matches may not be possible for certain materials or designs.

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## 4. Delivery and Setup

4.1 Delivery and setup fees will be calculated after the design consultation. These fees are based on the venue's location and setup requirements and will be included in the final invoice. Primrose Cakes will coordinate with your venue to arrange delivery and setup at least 1 week before the wedding.

4.2 Once the cake is delivered and set up, Primrose Cakes is no longer responsible for any damage to the cake, including damage caused by moving or relocating the cake. If there is a need to move the cake, this must be discussed and agreed upon in advance with Primrose Cakes. While guidance on how to move the cake safely can be provided, Primrose Cakes takes no responsibility for any issues arising from moving the cake after delivery.

4.3 Cake deliveries typically take place on the morning of the wedding. Delivery timeframes are discussed with couples and venues in advance to best suit the schedule of the day. In the event of unforeseen delays at the venue, Primrose Cakes will make reasonable efforts to adjust the delivery accordingly. However, if significant changes to the agreed delivery time are required — including the need to remain on-site beyond the allocated delivery window — additional fees may apply.

4.4 The order invoice will specify the address and anticipated time for delivery. The time of delivery will be confirmed with the venue at least 1 week before the wedding. Amendments to the delivery address or time may incur additional delivery charges to cover time and fuel.

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## 5. Stand and Accessory Hire

5.1 Cake stands and other accessories that enhance the cake design may be hired from Primrose Cakes. Each hired item will require a hire fee and a refundable damage/loss deposit. The amount of which will vary depending on the item. This hire fee and damage/loss deposit must be paid along with the final cake payment.

5.2 The damage/loss deposit covers any damage or loss to the hired items, including but not limited to chips, scratches, cracks, discoloration, or missing parts (e.g., lids, screws). Clients are responsible for ensuring all hired items are returned in the condition in which they were received. Descriptions of the hire items will be given on a separate hire information form via email and a printed copy on the day. Please retain all packaging to protect the items during return.

5.3 Clients must provide correct bank details for the return of their deposit at least 24 hours before the wedding. Failure to provide bank details within this time frame or providing incorrect details will result in a £15 admin fee, which will be deducted from the deposit. If no bank details are provided within 4 weeks of the wedding date, the deposit will be retained.

5.4 In the event that a hired stand or accessory is not used, and has not been dispatched, both the hire fee and deposit will be refunded in full.

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## 6. Allergies and Dietary Requirements

6.1 Clients must disclose any allergies or dietary requirements at the time of booking. Although every effort is made to avoid cross-contamination, all cakes are made in an environment that may contain common allergens, including but not limited to nuts, dairy, gluten, and eggs.

6.2 Primrose Cakes can provide cakes with "free from" ingredients upon request, but such cakes are not guaranteed to be 100% allergen-free due to potential cross-contamination. Primrose Cakes is not responsible for any allergic reactions or issues arising from undisclosed dietary requirements.

6.3 Information regarding the allergens used within your wedding cake will be provided on the cake information form that is given to the venue representative. It is the responsibility of the venue representative to provide allergen and dietary information to wedding guests when asked.

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## 7. Cancellations and Postponements

7.1 Cancellations or postponements must be made in writing and sent via email to [krissy@primrosecakes.co.uk](mailto:krissy@primrosecakes.co.uk). The £150 booking fee (or other amount stated on your order invoice) is non-refundable under any circumstances.

7.2 If a cancellation is made after the first instalment has been paid (due five months before the wedding), this payment will be retained. If cancellation occurs after the second instalment has been paid (due two months before the wedding), the full balance is non-refundable. These terms apply regardless of the reason for cancellation.

Example: For an order with a total value of £750: £150 is the non-refundable booking fee, Instalment 1: £300 (due 5 months before the wedding), Instalment 2: £300 (due 2 months before the wedding). If cancelled after Instalment 1 has been paid, a total of £450 will be retained. If cancelled after Instalment 2 has been paid, the full £750 will be retained.

7.3 In the event of a postponement, all payments made may be transferred to a new date, subject to availability and provided the new date falls within 12 months of the original wedding date. Postponements beyond this period will be treated as a cancellation and subject to the same charges outlined above.

7.4 If Primrose Cakes is unable to fulfil the order due to unforeseen circumstances, a full refund of all payments made, including the booking fee, will be issued. In the event of illness or emergency, every effort will be made to source a reputable alternative to fulfil the order or to offer a full refund where appropriate.

7.5 There is no admin fee to postpone a wedding within 12 months of the original date. However, if changes are made to the cake design and additional items have already been purchased, further charges may apply for replacement or new decorations.

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## 8. Use of Images

8.1 Primrose Cakes reserves the right to use images of your cake for marketing, promotional purposes, and social media. If you would prefer not to have your cake images used, please

notify me on consultation. Credit will be given to the owner of the photograph. Permission will be asked for by all couples at consultation or via an online questionnaire.

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## 9. Liability

9.1 Primrose Cakes is not responsible for any failure to deliver services due to events beyond its control, including but not limited to extreme weather, natural disasters, or illness.

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## 10. Privacy Policy

10.1 Primrose Cakes will keep your personal information secure and will only use it for the purpose of fulfilling your order and communicating with you. Your data will not be shared with any third parties and will be retained for a minimum of 12 months and no longer than 5 years, after which it will be securely deleted. View [Privacy Policy](#).

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## 11. Complaints

11.1 If you are unhappy with your cake, please inform us within 48 hours of your wedding date. We will attempt to rectify any issues as promptly as possible. Any issues raised after this time will not be covered by Primrose Cakes.

11.2 Complaints about product quality should be submitted via email to [krissy@primrosecakes.co.uk](mailto:krissy@primrosecakes.co.uk) so we can respond appropriately.

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## 12. Client Portal & Communication

12.1 Primrose Cakes uses a secure Client Relationship Management (CRM) system called Studio Ninja to manage all bookings, client correspondence, and order details.

12.2 Once an enquiry or booking has been made, you will be able to access your personalised client portal using your email address. Through this portal, you can view your order summary, invoices, appointment details, and any messages or documents shared with you.

12.3 All communication and documents related to your booking will be stored securely within Studio Ninja. This helps ensure that both parties have easy access to important information throughout the planning process.

12.4 It is your responsibility to ensure that your contact details remain up to date. If you change your email address during the planning process, please notify Primrose Cakes so access to your portal can be maintained.

12.5 By booking with Primrose Cakes, you consent to your contact information being stored within Studio Ninja for the purposes of managing your order. Your information will never be shared with third parties for marketing purposes.

12.6 Client information stored in Studio Ninja will be retained for a minimum of 12 months and no longer than 5 years, in line with our data retention policy.