

Cake bosses

Two local cake decorators start a school to teach others their craft

BY GREG MACDONALD
Chronicle Staff

Wanna-be Cake Bosses, cupcake queens or cookie kings in Waterloo Region can now get some professional training.

The Cake Tutor, located on Park Street in Waterloo, is a haven for every Food Network fan looking to replicate the gorgeous baked goods they've seen on TV.

Run by professional cake decorators Anna Ferraro and Lori-Ann Dale, the business offers classes in cake, cookie and cupcake decorating.

Ferraro and Dale have worked in the cake business for years, but the two Kitchener residents met each other at the hockey rink.

"We were hockey moms together," Ferraro said.

Both had a background in decorating cakes and while spending time at hockey games, they started mulling over opening their own businesses.

"We'd been talking and thinking about it, having coffee at the arena," Ferraro said.

But Ferraro and Dale wanted their business to be about more than just selling cakes.

"We've both been decorating cakes for years and love that end of the business," Dale said.

"The concept started with us also wanting to teach."

The Cake Tutor opened in November and has put through hundreds of hungry students.

Ferraro and Dale offer courses covering just the basics, but also have multi-session courses for everyone from beginner to intermediate.

Many people have become interested in cake decorating by watching reality television shows that follow famous decorators, Ferraro said.

On those shows, however, many of the cakes are decorated with a fondant, a smooth sugar paste that



Anna Ferraro, left, and Lori-Ann Dale, run the Cake Tutor, a Park Street business that teaches the art of cake decorating.

GREG MACDONALD PHOTO

covers a cake.

At The Cake Tutor, Ferraro and Dale aren't fondant fanatics.

"We're old school," Ferraro said.

Before hitting the fondant, the cake tutors believe that decorators should have a solid background in the basics.

"Our emphasis is really on piping skills," Dale said.

"The trend right now is a lot of fondant.

"It's glorified on television and a

lot of people want to jump in on that level.

"Our belief is that to be a really truly good decorator, you have to start with the fundamentals – such as piping skills and being able to ice the cake, not just draping some fondant on the cake."

But if people want to learn fondant, the Cake Tutor offers classes in that too.

Ferraro and Dale also make and decorate cakes for any occasion.

"The popularity of cake decorating has made people think they need a cake for any event," Ferraro said.

Waterloo was the perfect location for the cake shop, because of its "it factor," she added.

"We had the sense that Waterloo is booming and encouraging to entrepreneurs," Ferraro said.

"It's chic, it's up and coming," Dale said.

"Waterloo is happening."

The Cake Tutor

Classes on cake, cookie and cupcake decorating, as well as cakes for any occasion
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