



Discussion Topics

« Return to ! NEW ! - Product Reviews

Reply to this Topic

Discussions

SEARCH

Go

Advertisement

email marketing
in a down economy
makes more
“cents”

find out
how we can help

 blue sky factory
driving email performance

Stay in touch with your clients

Earn high-returns at low costs

Send timely, relevant marketing

and lots more!

Bake Me A Wish Cakes



Wendy
Levine

Feb 14, 2009 01:29PM

Actions ▾



There are worse things to have to do in this world than review a chocolate cake shipped lightning fast and straight to my door. In fact, most things are worse.

Bake Me A Wish - <http://www.BakeMeAWish.com> - is not your grandmother's cake and it does not taste homemade. This is a gift cake; a sophisticated, rich, heavily iced, beautiful, ready-to-serve dessert. Or, if it's for me, a perfect breakfast. (Don't judge...)

The BMAW (I guess BMAC was taken?) chocolate mousse torte cake, the company's bestseller, arrived looking exactly as it does online and tastes as good or better than you would expect a high-end not-homemade cake to taste.

Despite the fact that I eat a lot of fatty food, I am pretty particular about the quality of the high-calorie consumables I ingest, especially in the chocolate department. BMAW's chocolate mousse torte was definitely up to snuff. It is a moist, cocoa-y confection with a slightly addictive icing containing milk chocolate and, to my added delight, a dark chocolate glaze.

My one criticism of this cake is not in the taste department but in the cake-to-icing balance. When a cake is good and moist, there should be plenty of it. This cake wasn't just surrounded by icing, it was overrun. I wanted more cake. No one should ever feel this way. And it wasn't just me. The few people I managed to share it with felt the same way: Everyone loved the icing and enjoyed the cake but wanted more.

This seems to be the style of BMAW. In sampling the company's red velvet chocolate cake-a hot flavor these days and a favorite of mine-I found it suffered from the same cake/icing inequity. Perhaps this overabundance of icing is intended to keep the two layers in place during shipping. And the icing *is* delicious. But the dearth of cake left me feeling not terribly full and resulted, unfortunately, in my eating more of this wicked dessert than I should have.

To me, the red velvet suffered more from cake envy but icing lovers won't complain. The cream cheese frosting sprinkled with white chocolate was a big hit with other tasters; one red velvet fan even declared the topping "perfect."

When all is said and done, you're going to spend about \$60 on a dessert cake, although the company also sells less pricey coffee cakes. As an alternative to flowers, I think it's worth the money to send as a gift. Plus, BMAW contributes 5 percent from every purchase toward sending cakes to soldiers- an idea I really like. But let the sender beware: The 7" cake may not feed as many people as you expect. If you have more than five guests with a sweet tooth, I recommend having some backup cookies on hand.

One hard lesson I learned from doing my first food review: If you're going to write about something yummy, make sure you have a little left over because you're going to be craving a taste after the writing is done. Fortunately, I figured that out before it was too late. To its credit, the BMAW cake stayed fresh in the fridge while I procrastinated and was still a tasty reward several days later when I finally finished my homework.

Edited: February 14, 2009 01:47PM

Edit Topic

Subscribe [show subscribers]

Reply to Topic