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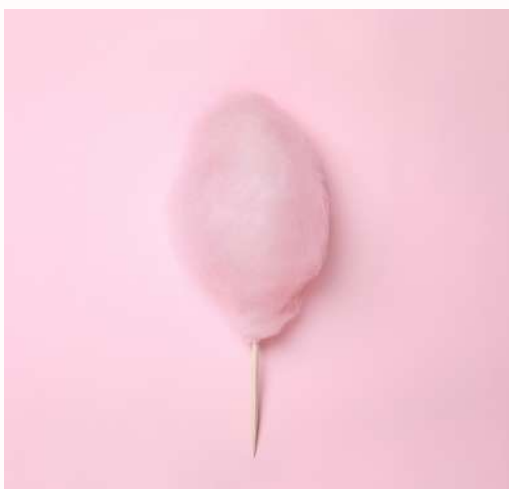
Sugar
DADDY

**fun
food**

EXPERIENCES & DESSERT MIXOLOGY

WWW.SUGARDADDYLONDON.COM

THE TASTE GOOD DOES GOOD GROUPS FUN FOOD EDITION AND SHOWCASE 2024





HELLO YOU...

Dessert with a Mission: is the core of what we do and encapsulates our uniqueness that benefits our customers by creating delicious desserts and using them as a vehicle for to do good in the world today.

Our recipe for a sustainable future. A dash of Indulgence, lashings of net zero practices, 1 small planet and handful of people on a mission, stir together no need to bake serve up in equal measure, who says we can't have our cake and eat it?

We are not your run of the mill dessert caterers you will get to read more about us and the food we create in the following pages,. We are the only purpose driven family run catering group who create personalised and unique food experiences that help create truly memorable events. We give 15% of our revenue to help create a world where no one goes hungry and we are the first to incubate, launch, grow and then gift its operations to those who want to run their own business or just need a helping hand in life.

They can apply to takeover an existing business or we apply for a grant of up to 20K and we provide kitchen space, know how, mentorship and training so they are armed with the skills to grow the business,. So they will always be able to put bread on the table of their family and the tables of families of those our purpose supports. We measure and report our impact and in the last 90 days alone we donated over 3K of baking kits and equipment and 455kg of ingredients. scan the QR code to watch the update video on the impact we are making .

Anyway, we hope you like our latest fun foods edition created to make your event truly memorable

GREG WIXTED
founder and Head of Imagineering

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AWONDERLIFECATERING.COM

IN NEED OF AN IDEA OR RECIPE ?

WHATS APP THE TEAM
07753930936





GREG WIXTED TALKS FOOD IMAGNEERING

WHAT IS FOOD IMAGNEERING ?

its when you bring a team of chefs, designers, mixologists, florists, technologists, customer's and anyone else you think can of who can help create amazing food experiences.

SO IT'S MORE THAN JUST A MENU?

Yes, clients today want an experience over just food, many want their food experience to be personalized

ITS A VERY DIFFERENT APPROACH TO TAKE ?

As founders we are all trained chefs. restaurateurs, food entrepreneurs, I worked in the Imagineering dept at Disney , Spent 20 years in food advertising and innovation. We just took all that know how to create a team at the heart of our business, who help clients turn ideas into an experiences that delight and surprise their guests.

We are fortunate to have an the resources to hand as we have the business in Australia and as a team, we look at every experience through the lens of the guest to ensure we are creating an amazing experience with food the not only tastes good but does good.

INTERVIEW BY LARISSA MAE

PALETTAS

ICE

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by



Dash Palates
made by us, customised by you



WHAT DO YOUR CLIENTS THINK YOUR APPROACH ?

Its one of the reasons our private clients hire us, in under two years we have grown to 4 specialist teams in 2 locations. We have gained a reputation for quality and value we offer, the passion we have for the experiences and food we create.

This coupled with the second reason clients hire us - the fact we put the Planet, our People and Purpose, which we care for in equal measure, over profits and shareholders, this is underscored by our Promise to our clients. And we turn down 40% of requests we get as they are often not a good fit

HOW DID IT ALL START ?

founded just 20 months ago, with Cakery wonderland our specialist dessert and afternoon tea event caterers as a business model experiment to see if a purpose driven caterers would be a good market fit and within 3 months, clients wanted events just as creative as our Alice in Wonderland or Bridgeton Soirée so Wonderland Events was created in JAN 2023, now with 200 private clients and we are the caterers to eight international embassies.

IS IT TRUE YOU CAN CREATE A SWEET TREAT THATS BASED ON SOMEONES PERSONALITY? **yes**

we have a unique Signature Celebration Bake process to create unique bakes that are based on a profiling questionnaire created by a psychologist and a food historian , with some questions around their journey so far and how others describe them. and its fun process as you cant foresee the outcome. We take all the information and build an ingredients and flavor profile, there is a team of 5 who work on it and we share The one idea with the client the they get to choose its ifs shared during their event. ,



TELL US ABOUT SOME OF YOUR FOOD EXPERIENCES ?

We have created a pop-up food & music festival for a clients wedding in a field (we have 20 of our own street food concepts). For Christmas we built the wonderland express dessert train set in a snowy xmas scene. We created a Funfair themed kids party as a collaboration with Irving's the oldest travelling fun fair in 3 acres of garden, created a free community Jubilee afternoon street party for a food charity for 400 of its users funded by us from our revenue.

We are creating a British summer garden party bus tour for our afternoon tea bus tour client. We launched our Bridgeton Soiree, set designed to look like the ballroom scene or garden party scene in Bridgeton. We created Tea with a Tommy Afternoon Tea we reinvented old war time recipes for the VE and VJ day.. Tea with a Tommy for the Royal British legion, a few of the many we have created.



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Cotton Candyland
hirecandyflossuk.com

Tastes Good Does Good

DRIVEN BY PURPOSE NOT PROFIT

WHAT SETS US APART

Our promise to the planet.



responsible food waste mgt



no event food waste



waste oil collection



no single use plastic catering deliveries



cruelty & toxin free deliveries



food stands & kit are solar powered



ethical supply chain hyper local



zero to landfill



recycled packaging



net zero by 2025

Our role in society (Purpose)



We are the only purpose-driven specialist caterers in the UK



to give 15% of our revenue to help create a hunger-free world



We monitor our impact so we see each week the difference we make



We donate 7.5% to food charity



We donate 7.5% to start more food start-ups



we turn down 35% of requests

Our promise to our customer's



Free basic hire



value added service for free



every customer deserves a treat



we price check our services



we remove all event rubbish



we will leave space spotless



ALL Inclusive pricing, no hidden costs



open 7 days a week 7am to 11pm

Our promise to our people



anyone can apply to be the CEO



employees can apply to be gifted 75% of a business



choose over 400 work courses



services, £20 of free stock per week party £1000 credit travel credit & laundry credits



anyone can apply to be the CEO



we pay a min of £15 ph

find out more at tastesgooddoesgood.com





DESSERT
MIXOLOGY

Dessert Mixology



CANDYSHOTS

yummy fruity Alcoholic shots with a ball of candy floss on top. They can be served canapes style or from our shot bar. Candyshots are ideal as fun welcome drink for your guests and we can also do glow in the dark shots perfect for 18, 21st, weddings office or summer of xmas parties

£385 per 100 1 HR SERVICE
£1320 PER 400 3 HR SERVICE



COCKTAIL SHOTS & CHEESECAKES

Your guests can enjoy 4 classic mini cocktail set or baked cheesecakes in our range paired with a mini cocktails 100ml Strawberry martini, passionfruit daiquiri, lemon drop martini or espresso martini. you can choose 1 flavour per 50 guests

£450 PER 50 SERVES 100ML SERVE
£660 50 TRAY & MARTINI SHAKERS
£850 PER 100 GUESTS 100ML SERVES



MARTINI'S & MACARONS

Treat your guests to something really special this summer its dessert mixology at its best. Mini or full sized martini's served with matching macaron, this summer we have raspberry, Lemon, zesty tangerine, espresso martini and salted caramel and dark chocolate martini.

£360 50 GUESTS/ 100ML SERVES
£500 50 GUESTS/180ML SERVES
£700 100 GUESTS/100ML SERVES
£900 100 GUESTS/ 180ML SERVES



Udderly Lush SHAKES

COCKTAIL MILKSHAKES

handmade shakes made with clotted cream ice cream, fresh milk, fruit purees and sauces made by our pastry chefs and premium spirits and liqueurs all blended to order to make our Udderly lush shakes -10 OZ 300ML. Choose any 2 frozen drinks, per 50 guests (MIN) you also get a personalised menu. Boozy Banana. Lush Orange Choccy, Strawberry Colada & White & Dark Chocolate Shakes

£450 PER 50 GUESTS/ 300 ML SERVES
£800 PER 100 GUESTS/300ML SERVES



FRUIT SLUSHTAILS

Our version of a slushie is made to order with 100% fresh fruit, ice and premium spirits and liqueurs that's all we use to make our delicious and refreshing cocktail slushes, perfect for all types of events indoors and outdoors its a min of 50 guests and 2 cocktail choices so you can mix it up with our shakes menu, 200 or more serves you get both full menus and every gets a branded and personalised menu board. Seasonal flavours include: blood orange & raspberry daiquiri, cherry berry vodka blast and Mango and Passionfruit Daiquiri

£450 PER 50 GUESTS/ 300 ML SERVES
£800 PER 100 GUESTS/300ML SERVES



CHECK OUT OUR FUN FAIR SECTION
OUR ALCOHOL FREE RANGE
Pricing 2024 includes VAT



**SWEET
EXPERINCES**

Dessert Bars 2.0

Desserts that taste good and do good, BY helping create a world where no one goes without food, so by working with us you helping those who can't help themselves right now.

want to delight and surprise your guests ? need the wow factor ? look no further



POSH PALETAS ICE LOLLY EXPERIENCE

Created by us after a trip to Mexico and Miami, you won't find this experience anywhere else. A combination of traditional Mexican paletas with modern, healthy recipes, seasonal flavours, a dash of luxury and a splash of customisation so you can enjoy our exclusive Posh Paletas ice lollies. Guests can choose the flavour, the Belgian chocolate they want to dip their lolly in and choose the yummy bits to go on top. Now you have a delicious Posh Paletas ice lolly made by us, customised just for you.

£400 100 POSH PALETAS/2 HOURS SERVICE
£750 200 POSH PALETAS 2 HOUR SERVICE
£1050 300 POSH PALETAS 3 HOUR SERVICE

Udderly Lush SHAKES

handmade shakes made with clotted cream ice cream, fresh milk, fruit purees and sauces made by our pastry chefs all blended to order to make our Udderly lush shakes. the min is 50 serves but you can mix and match with our slushies giving your guest twice as much choice, 4 seasonal flavour's include banoffee, orange choc,, strawberries and cream and caramel chocolate

12 OZ CUP, MIN 50 SERVES £250
12 OZ CUP MIN 100 GUESTS £475

15% OFF

Udderly Lush SHAKES
 udderly lush shakes good old fashioned shakes as they should be

- BANOFFEE SHAKE**
 Milk, whipped cream, banana ice cream, caramel drizzle, fresh bananas and ice, blended to order served in a 12 oz cup. All our packaging is recycled and biodegradable. **MIN 100 £500**
- CHOCOLATE ORANGE SHAKE**
 Milk, whipped cream orange, chocolate sauce, orange choc fudge bits, chocolate ice cream, orange sprinkles, served in a 12 oz cup. **MIN 100 £500**
- STRAWBERRIES AND CREAM**
 Milk, whipped cream, strawberry, vanilla extract, strawberry pure AND Ice cream, ice freeze dried strawberries. **MIN 100 £500**
- CARAMEL CHOCOLATE SHAKE**
 Milk, whipped cream, caramel and chocolate ice cream and sauces, fudge bits and chocolate sprinkles. **MIN 100 £500**

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Donut Wheel Of Fortune
sugardaddylondon.com

Dessert Bars 2.0



BROWNIE SUNDAE BAR

it's time to reach the height of indulgence with a taste our Brownie sundaes, decadent bliss in a cup dare we say they are pure Cupfection. A mountain of chocolate sauce, with flavoursome bits, delectable brownie bites, crunchy toffee pieces, and clotted cream ice cream, whipped and the cherry on the top it's the cherry on top. Choose from Double Choco brownie, White choc blondies and berries and Caramel chocolate fudge brownie min 50 Serves ,8 or 12 oz cups can be part of your min spend or mixed with other experiences free, branded menu board for each event

8 OZ CUP, MIN 50 SERVES £225 OR 12 OZ CUP, MIN 100 SERVES £410
12 OZ CUP MIN 50 SERVES £300 OR 2 OZ CUP MIN 100 GUESTS £550



SUMMER 100% NATURAL SLUSHIES

no turning your tongue blue ,no chemicals and E numbers and no added sugar of additives, just good old fashioned fresh fruits and ice blended to create our yummy fruity slushtails served in a 12 oz cup. Can be mixed with our yummy Udderly Lush shakes, MIN SERVES 50

12 OZ CUP, MIN 50 SERVES £250
12 OZ CUP MIN 100 GUESTS £475



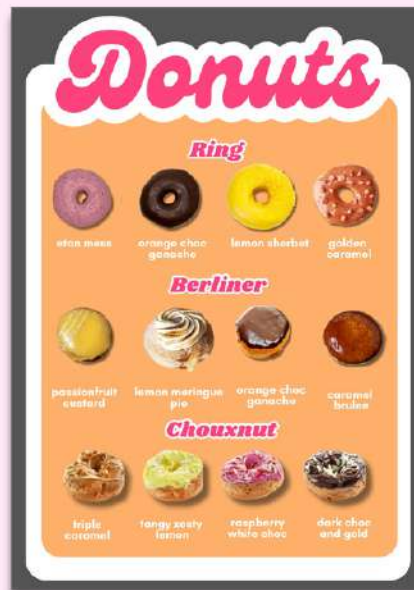
BESPOKE KIDS SUNDAE BAR

all the dessert experiences are suitable for kids except our mixology range, our bespoke kids ice cream sundaes can perfect when combined with our hot dogs or sliders. Each experience is created to fit with the overall theme of their party and its a choice of low sugar natural jelly halal and kosher or fruit salad choice, there is a dairy free ice cream and plant based cream so know one goes without and we top with a cherry and ball of candy floss. comes with a bespoke menu too there is no min of combined with other experiences or if you want us just to an ice cream sundaes bar is part of our min spend and 50 serves.

PRICES START AT £3.50 KIDS
£4.0 FOR ADULTS. SPEAK TO ONE OF THE TEAM

Dessert Bars 2.0

DONUT & CHouxNUT, BERLINER, CHURROS STAND



This stand pays homage to the king of fried sugariness the donut, nothing beats the small of fresh Churros with rich caramel and chocolate to dip them in or one of our handmade ring donuts like eton mess, golden caramel, orange chocolate ganache or our filled and topped Berliners like lemon meringue pie or our lavish Chouxnuts, fired choux rings filled with a rich raspberry pastry cream and finished with white chocolate the latest donut craze. The choice of donut your guests gets is all in a spin of the Donut Wheel of Fortune, as everyone gets a spin and win sugary treat

INCLUDES DELIVERY, DISPOSABLE WALLS & TRAYS
100 RING, CHOUX & BERLINERS £400
150 RING CHOUX & BERLINERS £600
300 RING CHOUX & BERLINERS £1050

FULL STAND MIN 200, 400, & 600
INCLUDES WHEEL OF FORTUNE
(200) £900 (400) £1700 (600) £2500

CANDY FLOSS DRY HIRE

24 hours collection and return, deposit required, flavoured floss sugar and sticks can be bought at the same time see below packages. All our machines are PAT tested and cleaned and sanitized and safety checked before each hire

£120 PER DAY
£100 DEPOSIT
£240 PER WEEK



ON DEMAND HIRE

Unlimited candy floss, operator, sticks, single flavour additional flavours can be bought for £6 a kg. 2 hour min hire charge and £25 transport and cleaning fee per booking per machine

£45
PER HOUR MIN 2 HRS

5kg of flavoured and coloured floss sugar will make about 300 candy floss and 300 sticks, lasts for 2 years a mix of any 2 flavours order online includes track 48 delivery. With out 1000 bundle it works out at .27p each candy floss

SUGAR & STICKS BUNDLE



300 BUNDLE, 2 FLAVOURS 5KG £55
500 BUNDLE 4 FLAVOURS 8KG £85
1000 BUNDLE 5 FLAVOURS 15KG £155



STREET FOOD

Kitchens open

TALES FROM THE SEA £6.50 per person

MINI CRISPY BEER BATTERED POLLOCK OR PANKO COATED FILLET WITH CHIPS, A CHOICE OF SAUCE AND MUSHY PEAS

MFC MOTHERCLUCKING FRIED CHICKEN £6 PP

SOUTHERN FRIED CHICKEN SLIDER, A CHOICE OF SAUCE, SOUTHERN FRIED CORN ON THE COB, FRICKLES AND BATTERED ONION RINGS AND APPLE SALW. IF IT AINT FRIED IT AINT SOUTHERN FOOD

BURGER N BUN SLIDERS FROM £6.50 PP

2 PP PRIME BEEF, AND PLANT BASED BURGERS, GRILLED TO PERFECTION, DRESSED BY YOU, SERVED WITH FRIES AND PICKLE AND A SALAD POT & FRIES

DOG N BUN FROM £6.60 PERSON

CHOOSE OUR HALAL CHICKEN OR BEEF DOG OR PLANT BASED, PICK PULLED PORK, VEGGI CHILLI OR FRIED ONIONS, THEN DRESS IT HOW YOU WANT IT SERVED WITH SALAD POT AND CHIPS N DIPS

ADD A DONUT WALL FOR JUST £2.50 OR SMOOTHIE/SHAKE/ICE CREAM BAR FOR £3.75 OR £5 FOR A BROWNIE BAR

GLOW IN THE DARK

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DADDY



CONTACT US



OR

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