



COMPLETE DEELITE

Baked to Perfection

Happiness is priceless, says JACINTA YU, who has breathed new life into the art of Cake Decorating.

Inspiration is the cornerstone of her delicate but rapidly growing business but for Jacinta Yu, cake decorating is not about profits, but rather about sharing as much happiness as possible, and then some.

“From the very beginning, we were clear about our mission – to position our business and allow the market to recognize cake decorating as an art form. We started off by educating, offering product support and producing one-of-a-kind cakes,” says Yu.

“The market has grown exponentially since 2004, especially with the reality bake shows on TV and online. It has tremendously shown the larger market the possibilities and potential of making this art into a full career choice.”

Healthy Challenge

Complete Deelite offers products and services encompassing baking supplies, instructional courses, events and, of course, finely baked cakes.

“The first three years of sowing the seeds was not easy” says Yu. “At first, the market did not understand the need to be ‘schooled’ in cake decorating, nor did it understand and accept paying a price for a well-decorated cake.”

Complete Deelite’s academy was established out of opportune need. “The products needed to be understood and taught. Nevertheless, educating the market was our apparent strength... so we persevered. Our pricing has now become a benchmark for other cake decorators in the marketplace,” Yu shares. “Our continuous challenge is to always be alert and ready to improve. It is a healthy challenge though! We are truly very passionate about this art form, which makes us want to always do better.”

Art of Baking

“When it comes to cakes, we are not



into mass production or doing repetitive work. We always try to give it a different look, unless the customer designs the exact design. We identify the need, the budget and work with individuals accordingly.”

The company’s product catalog spans both original creations and commissions. “We are always up for challenges. We have never turned down a challenging design. This is what keeps us excited and growing.”

The company continues to grow deeper in its resolve to offer a wider range of workshops. As cake artistry needs lots of practice and time, students are given enough latitude to learn and hone skills, on top of a variety of related disciplines. “There are always beginners. We work at individual’s pace and affordability,” Yu shares.

“We have a relationship with all things we do. That mindset has actually

set us apart from our competitors.”

Adding Joy

Few foods symbolize gatherings and glad tidings like cake. Complete Deelite fills this need fourfold with its unique service platform.

“I believe we have always enjoyed sharing with individuals, families, and groups, the happiness derived from the art of celebration. A simple decorated cake allows people to celebrate a birth, an achievement, a special occasion. Celebration does not mean spending huge amounts of money. The gesture of just making and decorating a cake carries the most intimate of gestures,” says Yu.

“We visualize every time a child, an adult looking at a special cake made just for them...that is meaningful. That for me is a purpose. That is who we are. We share, by bringing in the right products, educate, by identifying that everyone can do it, not just through formal training, and celebrate, by making the right meaningful cakes for the occasion. That has been the niche concept for us!” ■



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