

The cake maker: La Crème Pâtisserie

ONE OF THE SPECIALITIES OF AWARD WINNING PATISSIER SIAN HINDLE IS USING CHOCOLATE TO CREATE AMAZING DESIGNS. BETH CHOSE TO USE SIAN'S LA CRÈME PATISSERIE IN NEATH FOR HER WEDDING CAKE.



"Roberto and Beth both love chocolate and they did not want a traditional fruit cake for their wedding," says Sian Hindle. "They decided on a milk chocolate cake covered with white chocolate and also chocolate dessert cups filled with chocolate brownies and chocolate mousse for the wedding dessert.

"The modern trend with wedding cakes is that people prefer chocolate over the traditional fruit cake. Although it is also common to have three different flavours in three tiers incorporating other flavour cakes such as lemon, ginger, Madeira or even carrot."

Beth had a very distinct idea of how she wanted her cake to look. She got to know about Sian's work through Swansea Life and the patisserie website.

La Crème Pâtisserie is a family-run business that specialises in the creation of bespoke gateaux, cakes and desserts for sale to the general public. It also supplies desserts to restaurants, coffee shops, hotels and wedding venues across South Wales. Often, brides wish to coordinate their wedding cake with wedding desserts. This can be arranged with a tasting at the Pâtisserie in Neath.

Sian has a degree in home economics and, after working with Tesco in London for four years, she put her career on hold to raise a family. She won the Welsh Master Baker Award for her petit fours while completing a short course in Confectionery and Pâtisserie in Neath Port Talbot College. More recently, Sian was voted one of the top three patissiers in the UK at the British Bakery Awards in London.

Three-and-a-half years ago, Sian started La Crème Pâtisserie as she was "fed up of going out and having rubbish dessert." Talking about her experience, she says: "Over these past few years, I have advanced my making cakes skills and developed a passion of creating new flavours and tastes. All our desserts are handmade and we pay attention to flavour and the detail in the decoration. We maintain the highest quality for our customers."

It is probably her passion that has made the business grow so rapidly, providing catering services for both private and business customers across the country. Many of her customers are brides-to-be, who are offered personal services to choose the perfect cake for their big day.

"When brides come to me, some have a distinct idea of what they want; some are open to other creative ideas. Once we decide on the design, the bride is asked to the tasting day, when she can make the final decision. We match up the cake to the colours or theme of the wedding and I personally deliver the cake on the wedding day."

Sian's commitment to her work and passion has led to La Crème opening a purpose-built Academy of Excellence on Baglan Energy Park. The brand new production unit was only completed in April this year and it is a fantastic space to let Sian's creative juices flow in designing new desserts and giving the business capacity to supply lots more restaurants and coffee shops and bake lots of special cakes for private customers. The new centre of excellence will incorporate a fantastic wedding cake and birthday cake studio displaying Sian's award winning cakes and Sian also intends to run courses in cake making to inspire others.

Sian's role does not end there. Being a mother of four children, she has had to struggle to juggle business and home. But the rewards are satisfying. "We have come a long way in a short time."

To see pictures of Sian's award winning cakes and video podcasts of her contemporary designs, check out her blog site www.lacreme.typepad.co.uk

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