

Let Us Eat Cake

Written by Ashley Schrader, Daily Vidette Sports Editor
Tuesday, 21 June 2011 16:54

Tiers Designer Cakes offers an array of flavors and specialty cakes for those with a sweet tooth

Until recently, the common person would not have been familiar with the words fondant, gum paste or latticework piping, but thanks to the popularization of television shows like “Ace of Cakes,” “Cake Boss” and “Amazing Wedding Cakes,” cake decorating terms and the infatuation with the decorating process have become mainstream.

However, for Jessica Hotz, owner, pastry chef and cake artist at Tiers Designer Cakes, cake-decorating terms have been part of her vocabulary since she was old enough to see over the kitchen counter.

Hotz opened Tiers Designer Cakes, an upscale cake shop, in Normal on June 7, and ever since customers



with a sweet tooth have flocked from the Bloomington-Normal community to taste Hotz’s creations and get a glimpse of the wonders of cake decorating.

“Baking and decorating cakes has been a passion of mine for a long time, and it’s really a dream come true to open [Tiers Designer Cakes],” Hotz said. “Business is going so well, better than I could have ever imagined.”

Hotz graduated from Kendall College in Chicago with an Associates Degree in Baking and Pastry and moved to Bloomington-Normal in 2007 to expand upon her passion for cakes.

“I’ve always been a really artistic person and I loved baking food ever since I was little. When I was eight, I would start cooking dinner for my family and the cake decorating was a great mix of being artist and cooking at the same time, it’s just a great medium,” Hotz said.

Let Us Eat Cake

Written by Ashley Schrader, Daily Vidette Sports Editor
Tuesday, 21 June 2011 16:54

After living in the area for nearly five years, Hotz felt this was the perfect place to fulfill her life-long dream of opening a cake shop.

“There [are] only a few cake places here in town and I think it’s a good location and there’s a need for it, other places around town have had to turn down wedding cakes and specialty cakes,” Hotz said.

However, Hotz doesn’t do everything alone. Her mother, Rose Hotz, helps out where she can at Tiers Designer Cakes, claiming, “I taught [Jessica] how to bake, and now she teaches me.”

The duo at Tiers Designer Cakes, a chic-modernly decorated shop, not only offers upscale wedding and specialty cakes, like those seen on cake shows, but also quaint cupcakes and cookies.

“I can do a really simple, elegant wedding cake to a fun carved groom’s cake that looks like a baseball hat, a car; the sky’s the limit with it comes to what you can do with cakes,” Hotz said.

“I also offer some cupcakes and cookies to come in and snack on, which is what I think college-aged kids are looking for, to come in and get a nice snack in a cool place like this. We really have a wide range of customers.”

Hotz creates weekly cupcake and cookie flavors, which can be found on the Tiers Designer Cakes Facebook page. Flavors such as smore’s and chocolate chip are among the early favorites for cupcakes and cookies, respectively, but Hotz plans on experimenting with a range of flavors, such as margarita cupcakes, in the future.

Let Us Eat Cake

Written by Ashley Schrader, Daily Vidette Sports Editor
Tuesday, 21 June 2011 16:54

But for people craving the goodies offered at Tiers Designer Cakes, there is no need to empty the piggy bank.

“Cupcakes are \$2 and cookies are only \$1,” Hotz said. “And for specialty cakes, I charge \$3 a serving for something more basic. But in any case, I can make a cool cake for someone without busting their bank.”

For more information on Tiers Designer Cakes visit its website (tierscakes.com) or find it on Facebook for updates on weekly flavors.