

Beat: Arts

## **\$ 40,000 CAKE - A Tribute to INDIAN INDEPENDENCE DAY**

### **World's Most Expensive Edible Cake**

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**USPA NEWS** - At the Request of a Client in Dubai, the Cake Artists at Broadway Bakery have created the World's Most Expensive Edible Cake to help celebrate the Indian Independence Day. It features Bollywood Celebrity Aamir Khan (as Mahavir Singh Phogat) glamorously looking on with unwavering conviction as he trains his Daughters Geeta and Babita for Olympic Greatness....

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\* How Was the Cake Prepared ?

The Client wanted gold to be generously incorporated into the Cake and we fulfilled the Request by coating each Medal with 75grams of Edible Gold. The Gold Medals are beautiful Replicas of the Medal Geeta Phogat won in the 2010 Commonwealth Games Wrestling Finals. It took Broadway Bakery's Teams 3.5 weeks and 1,200 man-hours to create this \$40,000 work of Art. Even though the Sculpture took a long time to complete, the Cake Sponge is to be made fresh the night before the actual Event. Reaching the Client's satisfaction was a long and Challenging Road, and it required the Bakery to first create a full-size imitation before we received a Confirmation that the Design met their Standards

\* What Is Edible Gold & Can You Eat It ?

Edible Gold is used as a Cosmetic Ingredient in Food and Drinks around the World. Europeans have been adding Gold Leaf to Food and Liquor since the Renaissance and this very Gold can also be found adorning certain Japanese Candies and South Asian Pastries.

\* Does It Taste Good ?

The Cake is 100% Edible and made entirely using Sugar Fondant, the Signature Chocolate Sponge, Ganache, Belgian Chocolate, Demerara Sugar and Edible Gold. The Signature Chocolate Cake is one of the best tasting Gourmet Cakes in Town.

\* How Many People Worked On The Cake ?

Because not all Cake Artists speak Hindi, special arrangements were made for them to watch the Movie with English subtitles to allow them to immerse themselves into the Dangal experience. Watching the Movie allowed our Artists to relate to the Theme of the Project and gave them the right inspiration to create the most breathtaking Sculpture. Broadway Bakery's Fondant Artists, Head Chef, and High-tech Product Design Teams studied Aamir Khan's Personality for over a week to perfect the model's immaculate expression and larger than life presence.

\* How Big Is It ?

The Model is 4 Feet Tall from the base to the tip of Aamir Khan's Head. The Fresh Sponge weighs 30kg while the overall weight comes to 54kg. At the current weight, the Cake can comfortably serve 240 Guests.

\* Why Aamir Khan & Why Dangal?

The Client wanted to build something that reflected the common man's struggle and how India had progressed into the Modern Era. She was proposed a few Concepts based on some of India's most Nationalistic Movies including Rang De Basanti, Chak de! India, Bhaag Milkha Bhaag and Lagaan.

The client who is a Patriot and Believer in Women's Rights loved the pro-feminist themes surrounding Dangal. The Product Team

designed the Dangal Cake to depict the vital Role that Women played in breaking Stereotypes. Indian Women have raised the Country's standing despite Social, Cultural and Economic Barriers, and have overcome everyday Challenges to collectively lead India to a Global Powerhouse.

\* Is there a Video of the Cake ?

Yes, the video is available to view on Facebook

Source : Broadway Bakery LLC

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