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PHILANTHROPIST A HIP Education	16
STAYCATION LOCATIONS	22
IT'S THEIR BUSINESS South Miami Family Dental: Under One Roof	52

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SWEET TALK

Introducing Naked Cakes: A Sweet Centerpiece for Your Summer Soiree

BY NORMAN LOVE



THE TRADITIONAL DECORATIVE cake is known for its trademark layers of white icing or thick fondant coupled with accents of sugary flowers and garnish. In recent months, our industry has seen a shift while the consumer market is buzzing over a new confection, naked cakes.

The industry term “naked” is used when referring to unfrosted cakes with the sides exposed. Our team was inspired by the rustic elegance of these bare confections and has since welcomed our signature rendition of the modern cake, Naked Love. Naked Love is all about the decorative artisan touches that leave the layers of cake and fillings bare, allowing the naked beauty of the cakes to leave nothing to the imagination.

The naked cakes’ recent rise to fame is due in part to its versatility. For summer entertaining, a naked cake can withstand outdoor events in the warmer months, when you typically have icing dripping down the sides. The old saying “less is more” is certainly the case where a naked cake lets light layers and subtle elegance do the talking. The natural sophistication of this dessert offers party hosts the option of a modern cake that still fits

the classic mold. For a summer dinner party or family barbeque, lay brown craft paper across the table for a casual look and let the beauty of your confection make a statement.

Norman Love Confections

Naked Love cakes, which embrace classic American flavor combinations, are rich and flavorful, packaged carefully for shipping, and ready-to-serve or refrigerate upon arrival. Adorned with polka dots on top, our naked cakes feature fresh, quality ingredients and seven indulgent flavors including Banana, Carrot Cake, Chocolate Peanut Butter, Coconut, Vanilla Confetti, Lemon Raspberry and Ultimate Chocolate.

Norman Love is a world-renowned pastry chef and award-winning chocolatier who has been recognized several times for producing the best ultra-premium chocolates in the nation. Norman Love Confections’ “Black Collection” has been included in Forbes on its list of the nation’s top 10 truffles. Norman has



been named one of USA Today’s top 10 entrepreneurs for 2014 and the Huffington Post included his chocolate salon as one of the top six US destinations in its Chocolate Lover’s Travel Guide. In addition, Norman Love Confections’ chocolates and desserts are offered on 18 Princess Cruises’ ships through the “Chocolate Journeys” partnership. Visit NormanLoveConfections.com for additional information.

