

SweeHarts

ARTISAN BAKERY AND CUSTOM CAKES

Proposed Pricing Guide | Charlotte, NC | October 2026

French pastries, cultural breads, seasonal flavors, and selected vegan and dairy-free options.

Pastries & signature cookies

Product	Portion	Price
Paris-Brest with praline cream	Individual, about 4 inches	\$9
Seasonal Paris-Brest	Pear-praline or chocolate-orange	\$10
French macarons	One standard-size macaron	\$3.50
Macaron gift box	Six / twelve	\$20 / \$38
Lemon-lavender madeleines	Three standard-size pieces	\$7
Lemon-lavender sablés	Six small cookies	\$9
Rosemary-orange shortbread	Four medium cookies	\$8
Signature chocolate chip cookie	One large, about 3 ounces	\$4.50
Signature chocolate chip cookies	Six large cookies	\$25
Seasonal chocolate chip cookie	Orange-dark chocolate or cinnamon brown butter	\$5

Planning prices only. Standard packaging included; applicable sales tax is additional. Final prices depend on recipe costing, labor, kitchen fees, and portion size.

Breads & celebrations

SweeHarts Artisan Bakery and Custom Cakes

Artisan breads

Product	Portion	Price
Cinnamon or chocolate babka	About 1.5-pound loaf	\$22
Seasonal babka	Apple-cinnamon or chocolate-orange; same size	\$24
Babka slice	About 3 ounces	\$4.50
Traditional challah	About 1-pound braided loaf	\$12
Seasonal challah	Cranberry-orange; same size	\$14
Butter brioche	About 1-pound loaf	\$12
Seasonal brioche	Orange-cardamom; same size	\$14
Ginger-cardamom sweet bun	Individual	\$5

Custom cakes - starting prices

Product	Included design	From
6-inch, three-layer cake	Simple buttercream decoration	\$110
8-inch, three-layer cake	Simple buttercream decoration	\$160
Detailed designs or specialty additions	Florals, toppers, specialty fillings	Quote

Pricing & launch notes

Dietary options: Price selected vegan and dairy-free versions the same when costs are similar; cost each recipe separately. Dairy-free may contain eggs. Neither label means allergen-free.

Suggested first pop-up: Chocolate chip cookies, macarons, madeleine packs, Paris-Brest, and babka slices. Offer whole breads by preorder.

Before publishing: Confirm prices cover ingredients, packaging, payment fees, labor, kitchen rental, event expenses, and expected waste. These prices do not guarantee profitability.

Local benchmarks consulted: Renaissance Patisserie food menu (renaissancepatisserie.com) and Villani's Bakery menu (villanisbakery.com). Accessed October 24, 2026. Sizes and recipes vary.