

Saturday General Session Keynote Speaker

Natalie Sideserf

Natalie Sideserf is an artist, educator, and celebrity chef specializing in “hyperrealistic” cake sculpting techniques. She attended The Ohio State University where she received a Bachelor of Fine Arts degree with a concentration in painting and has applied her art background to create amazing edible cake sculptures. Natalie’s career began when she created a cake in the likeness of country music star Willie Nelson and submitted it as an entry in an Austin, Texas cake competition. Not only did her cake win best in show, but it went viral online reaching #1 on internet news site Reddit.

Realizing she had found her calling, Natalie began her business Sideserf Cake Studio and it didn’t take long to make her next splash. For her own wedding held near Halloween in 2013, she created a cake with a spooky twist of her and her husband’s severed heads adorned with a banner reading “Til death do us part.” When guests posted photos of the cake online, it immediately went viral. The cake continues to make its rounds on the internet and has been featured by global media outlets, including a segment of The Chew on ABC.

Natalie’s work continues to reach millions world-wide, including the executives at Food Network who ordered two seasons of her own series titled Texas Cake House (2017). The show chronicled Natalie and her husband as they navigate the end-to-end cake making process. Texas Cake House is currently airing internationally. She has also made television appearances on Pickler and Ben (CMT), Outrageous Halloween (Food Network), I Want That Wedding (Channel 5 UK), Duff Till Dawn (Food Network), Galileo (Germany), American Idol (Fox), Outrageous Cakes (Food Network), and is a guest judge on Buddy “Cake Boss” Valastro series Bakers vs. Fakers and the most recent season of hit Netflix series Nailed It! (S03 EP02)



Inside the Studio with Natalie Sideserf

Join Natalie Sideserf in this hands-on workshop where attendees will learn how to make their own realistic-looking macaroni and cheese cake! You’ll use all-edible materials and learn techniques that can be applied to other fun baking projects. No experience is necessary, and it’s a fun way to fool your friends and your kids!

Come prepared to create!
Saturday, Nov 16 from 4:30pm - 6:00pm.

TICKETED EVENT

