



Erlenbacher

Passion & Cakes since 1973

crazy cheesecake club

THE NEW CHEESECAKE GENERATION!



**DISCOVER OUR
VEGAN CLUB
MEMBERS TOO!**

BETWEEN PURE MADNESS UND ABSOLUTE HAPPINESS:

Cheesecake is on everyone's lips!
Its endless variations truly
provide something for everyone.
For the best, loveliest, tastiest,
craziest and most unbelievable
cheesecakes imaginable, the

ERLENBACHER crazy cheesecake club

has you covered!

Only here will you find
the cheesecakes you never
thought possible before.
Let your head be turned!



CHEESECAKE MADNESS!

CRAZY FOR CHEESECAKE!

Studies show that the potential of cheesecake is a long way from being fully exploited. People just can't get enough!



Crazy Fact No 1

Cheesecake is one of the most popular cakes of all – even ahead of chocolate and fruit cake ...*

Crazy Fact No 2

People love cheesecakes in all forms: with fruit, chocolate, vanilla, caramel or, or, or...*

CRAZY IS THE NEW NORMAL WITH OUR CRAZY CHEESECAKES

ALL
INSANELY
CREAMY!

WHAT MAKES THESE CHEESECAKES SO CRAZY?

When it comes to cheesecake, consumers are particularly curious and expect exciting variety. Cheesecakes are experiencing a worldwide mega-boom in themselves. In the Crazy Cheesecake Club we put the latest trends into practice:

Fusion food trend:

Bake a new highlight from two popular classics, for example the Cheesecake Topped Apple.

Multi-sensory trend:

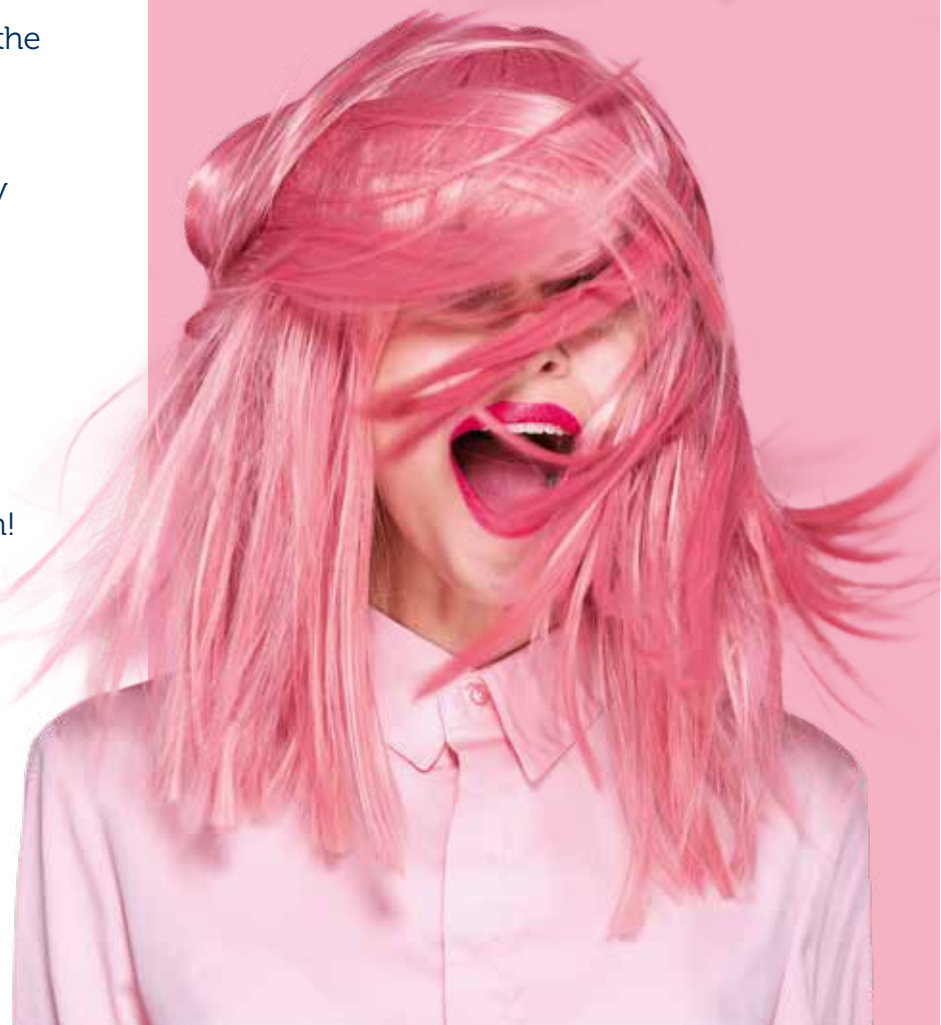
Experience creamy and crunchy textures in one bite: try our Caramel Brownie Cheesecake!

Eye-catching food trend:

Never-before-seen product creations and unusual toppings are exactly our thing: one of them is the Carrot Cake meets Cheesecream!

Vegan or plant-based trend:

Cake-crazy as we are, we've gone all out: purely plant-based and yet just as delicious. Our Creamy Cakes are simply crazy!





OPPOSITES ATTRACT EACH OTHER!

CHEESECAKE SALTED CARAMEL

8110516 | NEW 39000987



Sweet or salty was yesterday! At the Crazy Cheesecake Club there are no ifs and buts, only pure, crazy enjoyment! Bringing together what belongs together! A crunchy dark cocoa crumb base, a light and a caramel cheesecake layer – and a salted caramel sauce and crunchy dark chocolate chunks on top. You can't say no to that, can you?

weight	measurements	weight/portion	portions	pieces/case
1,750 g	ø 24 x approx. 4.5 cm	approx. 109 g	16	4

Defrosting instructions: At room temperature (21 – 22 °C) whole cake for about 5 hours.



CRAZY MIXTURE:

CARROT CAKE MEETS CHEESECREAM

8110520 | NEW 39000720



America tastes great again! We combine two American classics and fill a nutty, juicy carrot cake with creamy cheesecake and put both in the baking oven. We round it all off with a bonnet you think of anything else? Absolutely: the yellow fondant threads for crazy accents! USA! USA!

weight	measurements	weight/portion	portions	pieces/case
1,250 g	ø 24 x approx. 4.5 cm	approx. 78 g	16	4

Defrosting instructions: At room temperature (21 – 22 °C) whole cake for about 5 hours.



14 portions
ø 24 cm



CARAMEL EMERGENCY?

CARAMEL BROWNIE CHEESECAKE SUPREME 8108519 | NEW 39000877



You're faced with a sudden caramel emergency? Then bring on our Caramel Brownie Cheesecake Supreme: A slightly salty crumb base, delicious caramel cream, juicy brownie cubes and crunchy walnuts! Oh yes, and then we place everything on a mascarpone cheese mixture infused with chocolate drops and finish off the cake with dark squiggles. That's how crazy we are!

weight	measurements	weight/portion	portions	pieces/case
1,950 g	ø 24 x approx. 5.5 cm	approx. 139 g	14	4

Defrosting instructions: At room temperature (21 – 22 °C) whole cake for about 6 hours.



BLUE MADNESS:

BLUEBERRY CHEESECAKE SUPREME 8108523 | NEW 39000878



Our cheesecake with the crazy heart of juicy blueberries and fruity blueberry fruit compote will make your taste buds go crazy! Swirled into a particularly creamy mascarpone cheese mixture and with a slightly salty crumb base, it is made for indulging in a uniquely creamy-crazy experience.

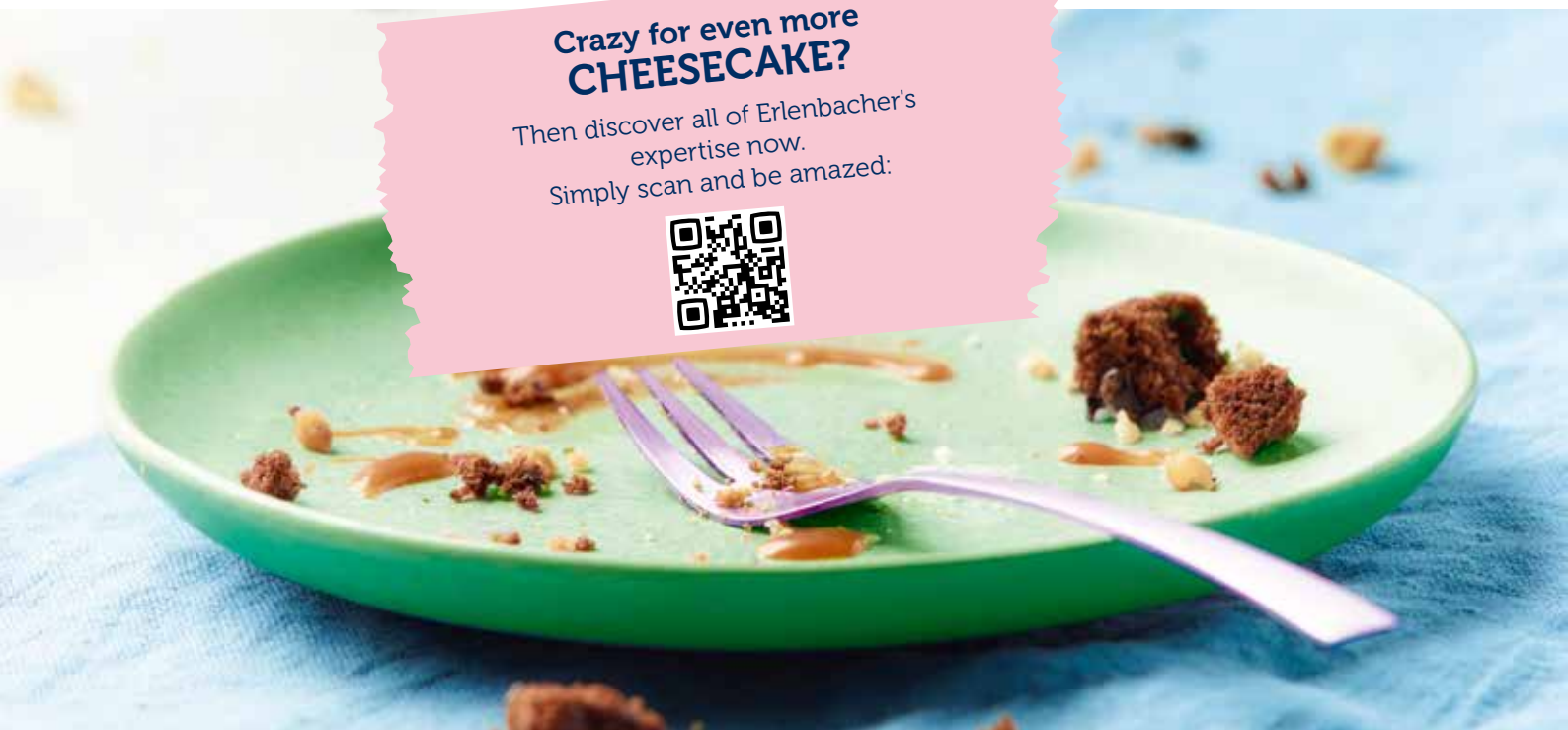
weight	measurements	weight/portion	portions	pieces/case
1,900 g	ø 24 x approx. 5.0 cm	approx. 135 g	14	4

Defrosting instructions: At room temperature (21 – 22 °C) whole cake for about 5 hours.



Crazy for even more CHEESECAKE?

Then discover all of Erlenbacher's expertise now. Simply scan and be amazed:



**WOW
HOW
CREAMY!**

CRAZY! CREAMY! IMOM iVEGAN

Our new cheesecakes are not only super fruity, but also insanely creamy.

And, crazy as it sounds, they are also vegan and plant-based.

We produce the shortcrust pastry with vegetable margarine and ground nuts. Our specially developed creamy filling is purely plant-based.

We only use selected fruits for the fruit preparations and cook them with care ourselves. And, because we are just mad about cheesecake, we add a cheeky fruit topping, too.



**NEW
RECIPE**

THAT CREAMY CAN VEGAN BE!

**CREAMY RASPBERRY
VEGAN CHEESECAKE ALTERNATIVE**
8110594 | NEW 39000739



Insanely good! This vegan and plant-based madness starts with a shortcrust pastry base with a gentle nutty note. This is topped with a creamy filling, which includes tasty drops of our own raspberry fruit preparation. The whole thing is topped with delicious raspberries. Pure madness!

weight	measurements	weight/portion	portions	pieces/case
1,575 g	ø 24 x approx. 4.0 cm	approx. 112 g	14	4

Defrosting instructions: In the refrigerator (6 – 7 °C) whole cake for about 10 hours.



VEGAN

**NEW
RECIPE**

WOW, IT'S VEGAN!

**CREAMY BLUEBERRY
VEGAN CHEESECAKE ALTERNATIVE**
8110581 | NEW 39000740



Insanely creamy, crazily fruity and yummy down to the last bite. And of course, it's vegan and plant-based. A shortcrust pastry base with a gentle nutty note. A creamy, white and blue layered filling, finished with our own blueberry fruit preparation. And even more blueberries as a topping. It might sound crazy, but it tastes insanely good! No question.

weight	measurements	weight/portion	portions	pieces/case
1,525 g	ø 24 x approx. 4.5 cm	approx. 108 g	14	4

Defrosting instructions: In the refrigerator (6 – 7 °C) whole cake for about 10 hours.



VEGAN



TURN YOUR CUSTOMERS INTO CHEESECAKE FANS TOO!

How about club cards and discounts for regular customers?
 What about trading cards or regular Crazy Cheesecake Club events?
 Think crazy, because no idea is crazy enough!

All cheesecakes at a glance:

Code	New code	Description	Weight	Weight / portion	Pieces per case	Pre-cut portions	Cases per pallet/layer	EAN case
8110520	39000720	Carrot Cake meets CheeseCream	1,250 g	approx. 78 g	16	4	72/6	4004311505205
8110516	39000987	Cheesecake Salted Caramel	1,750 g	approx. 109 g	16	4	72/6	4004311505168
8108519	39000877	Caramel Brownie Cheesecake Supreme	1,950 g	approx. 139 g	14	4	72/6	4004311085196
8108523	39000878	Blueberry Cheesecake Supreme	1,900 g	approx. 135 g	14	4	72/6	4004311085233
VEGAN CHEESECAKE ALTERNATIVE								
8110594	39000739	Creamy Raspberry	1,575 g	approx. 112 g	14	4	72/6	4004311505946
8110581	39000740	Creamy Blueberry	1,525 g	approx. 108 g	14	4	72/6	4004311505816