



American Cakery

Page	Order code	Description	Weight	Pieces per case	Pre-cut portions	Cases per pallet/layer
4	8108530	NEW: "Chocolate-Coffee"-Cheesecake Supreme	1,700 g	4	14	72/6
4	8108523	NEW: Blueberry-Cheesecake Supreme	1,900 g	4	14	72/6
5	8108519	NEW: Caramel-Brownie-Cheesecake Supreme	1,950 g	4	14	72/6
5	8108526	NEW: Raspberry-Granola-Cheesecake Supreme	1,700 g	4	14	72/6
6	8108552	NEW: Rockslide Brownie	1,100 g	3	16	132/12
7	8108521	NEW: Classic Brownie	750 g	4	12	132/12
10	8101051	Cheese Cake "American Style"	1,450 g	6	12	48/6
10	8102221	Strawberry Cheese Cake	1,450 g	6	12	48/6
10	8103325	Raspberry Cheese Cake	1,450 g	6	12	48/6
11	8105795	Lemon Cheese Cake	1,450 g	6	12	48/6
11	8105796	Caramel Toffee Cheese Cake	1,450 g	6	12	48/6
11	8106836	Cream Cheese Cake Chocolate	2,000 g	6	14	48/6
11	8106837	Cream Cheese Cake "New York Style"	1,950 g	6	14	48/6
11	8106835	Cream Cheese Cake Strawberry	2,000 g	6	14	48/6
12	8106994	Brownies	1,000 g	3	12	132/12
12	8105658	Brownies	1,000 g	3	16	132/12
12	8107856	Brownies	2,050 g	3	48	88/8
12	8107940	Brownie Triangles	2,000 g	3	48	88/8
12	8104840	Raspberry Cheese Cake Slices	2,350 g	3	48	88/8
13	8105286	"4 Layers" Chocolate Cake	1,900 g	4	12	42/6
13	8105287	"4 Layers" Carrot Cake	2,000 g	4	12	42/6
13	8104881	Chocolate Cake	1,000 g	6	12	48/6

Popular classics according to original American recipes

... made by erlenbacher



You can obtain all service items and POS materials via our shop:
www.erlenbacher.de/en/Professionals/Service-Shop


 erlenbacher received in 2014 the award "Best Food Supplier Europe" for the third year in a row.

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Welcome to our American Cakery!

Where everything is great: Quality, variety and enjoyment

Typical American: always something special

More beautiful, better, newer – when it comes to superlatives, people immediately picture America – a country full of opportunities. That also implies American food and its delicate bakeries, which have inspired our American Cakery range.

We have rummaged through many original recipe books and found some wonderful cake classics which we have lovingly revised and refined. As a result, you can offer your customers the perfect American dream made by erlenbacher.

Whether creamy, fruity or chocolaty, one thing remains unchanged: our quality standard that we implement with the finest ingredients, craftsmanship and passion for baking.

As always, we promise you products:

- Without added preservatives
- Without added hydrogenated vegetable fats and oils
- Without artificial colourings and
- Only with natural flavourings.

That's the erlenbacher way.

Typical erlenbacher: always something new

Cheesecakes and brownies are integral components of the American culinary culture. And they are popular and in demand beyond the borders of the USA. Therefore we have once again tried out a few recipes, experimented with special ingredients and conjured up six extremely tasty new products.

These four cheesecakes are new in our American Cakery:

- **“Chocolate-Coffee”-Cheesecake Supreme**
- **Blueberry-Cheesecake Supreme**
- **Caramel-Brownie-Cheesecake Supreme**
- **Raspberry-Granola-Cheesecake Supreme**

These two brownie varieties are also new:

- **Rockslide Brownie**
- **Classic Brownie**



“We put a lot of time and passion in the development of our new cakes. The results are impressive: the cheesecakes are creamier than ever before and my personal favourite, the Classic Brownie, tastes incredibly chocolaty!”

Christian Lohr
Process engineering/
product development
at erlenbacher



Ready for cake off: Our new Cheesecakes Supreme

Every new Cheesecake Supreme is a splendidly pleasurable experience with an incredibly creamy cheesecake filling which is made of roughly three-quarters from finest milk products, among them delicious mascarpone. Everything is arranged together on bases which among other things consist of crispy chocolate biscuits or slightly salty shortcrust crumbs.

In the process, we have been working with craftsmanship and dexterity. Our Supremes are crowned with very special ingredients, because after all the Cheesecakes Supreme should also be a true feast for the eyes.



"Chocolate-Coffee"-Cheesecake Supreme

The dark side of "cheesecake love"! Crispy pieces of chocolate biscuit lie on two layers of wonderfully creamy mascarpone cream cheese filling with chocolate and with coffee flavour. A base of crispy chocolate biscuit crumbs perfectly rounds off this dark cheesecake temptation.

1,700 g (ø 24 cm) | ready-baked | pre-cut
portions: 14 | pieces/case: 4
cases per pallet/layer: 72/6 | order code: **8108530**

Blueberry-Cheesecake Supreme

It's a berry and cream dream... Wonderful juicy blueberries and a fruity blueberry fruit filling swirled in a particularly creamy mascarpone cream cheese filling. This cheesecake on a slightly salted crumbly shortcrust base makes all hearts jump leap joy!

1,900 g (ø 24 cm) | ready-baked | pre-cut
portions: 14 | pieces/case: 4
cases per pallet/layer: 72/6 | order code: **8108523**



Caramel-Brownie-Cheesecake Supreme

Welcome to the sweet and salty adventure! A slightly salted crumbly shortcrust base meets delicious caramel cream, tasty brownie cubes and walnuts. Bedded on a creamy mascarpone cream cheese filling infused with chocolate drops and decorated with dark curls, this cheesecake is an eye-catcher in any cake counter!

1,950 g (ø 24 cm) | ready-baked | pre-cut
portions: 14 | pieces/case: 4
cases per pallet/layer: 72/6 | order code: **8108519**

Applause!
This is what winners look like: Nuaman Al-Khasraji and his "Raspberry-Granola-Cheesecake" creation have won the employee competition "Cake of the Year". With this cake he managed an extraordinary and exceptionally tasty combination of creamy cheese mass with raspberries and granola. "The idea came to me during a granola breakfast", says Nuaman.

The trained industrial management assistant lives in Groß-Gerau and has been with erlenbacher since 2006. That he feels so good here is among other things due to the tasty products.

Today Nuaman works as sales coordinator in the "Vertrieb DACH" (Germany, Austria and Switzerland sales team). He gladly took part in the competition: "I think it's great that with their favourite cakes erlenbacher employees have the opportunity to identify even more with the company."
We say thanks for his inspiring creation.



Raspberry-Granola-Cheesecake Supreme

A piece of happiness! A crunchy layer of oat flakes and walnuts bedded on an extra creamy mascarpone cream cheese filling infused with a layer of wonderfully fruity raspberries and oat flakes. This cheesecake is simply irresistible with the deliciously nutty shortcrust base with hazelnuts, walnuts and almonds. This combination is not only fun for breakfast!

1,700 g (ø 24 cm) | ready-baked | pre-cut
portions: 14 | pieces/case: 4
cases per pallet/layer: 72/6 | order code: **8108526**

Tender Loving Chocolate: Our new Brownies

Chocoloholics really get their money's worth here: our brownies are brimming with the best chocolate, from dough to decoration. Their succulent and "chewy" consistency inside as well as the square shape are typical.

Since brownies are so rich, they are usually eaten as dessert or as a snack in between meals. For this purpose we offer you nice serving ideas with which you can whet the appetite of your customers and encourage them to a spontaneous purchase.



New

Rockslide Brownie

Chocoloholic's favourite! The wild one among our brownies: tasty brownie cubes, crunchy walnuts and caramel cream on a delicious, succulent chocolate sponge, decorated with dark curls. That's it!

1,100 g (19 x 28 cm) | ready-baked | pre-cut
portions: 16 | pieces/case: 3
cases per pallet/layer: 132/12 | order code: **8108552**

Brownie-Pops

Brownie-Pops are tasty chocolate morsels on a shaft. It's so simple: put whole or halved brownies on wooden lollipop sticks, place decoratively - finished! The brownies can also be coated with chocolate, sprinkled with powdered sugar or enhanced in a different, imaginative way.

Tip: Inscribe the wooden shafts with funny sayings or with the name of your business, for an individual touch. Of course you can find the wooden sticks and Brownie-Pop stands in our service shop.

Pimp your cake!

New



Classic Brownie

An all-time favourite! The American classic according to a traditional recipe: delicious, succulent chocolate sponge decorated with crunchy walnut pieces... nothing more is needed to take the hearts of chocolate lovers by storm!

750 g (19 x 28 cm) | ready-baked | pre-cut
portions: 12 | pieces/case: 4
cases per pallet/layer: 132/12 | order code: **8108521**



Make it mini!

Brownie-Bites

Brownie-Bites are chocolaty snacks for in between: as treats with coffee or tea, as small take-away cakes in a re-sealable cup or combined with pieces of fruit as finger food and dessert morsels on a buffet.

Brownie-Bites are quickly made. Simply cut brownies into small cubes and serve. You'll find everything you need for this at our service shop: a flexible cutting mat, metal dough cutter as well as cups with lid.

erlenbacher proudly presents:
Our popular American classics

You'll find many tasty American cakes in our well-known product range. Whether it is cheesecake, carrot cake or brownie – you will certainly find the right *taste of America* for any taste and for any of your customers' wishes.



Cheese Cake "American Style"

Cream cheese filling on a typical American-style shortcrust pastry made of pastry crumbs. That's it!

1,450 g (ø 24 cm) | ready-baked | pre-cut
portions: 12 | pieces/case: 6
cases per pallet/layer: 48/6 | order code: **8101051**

Strawberry Cheesecake

American style – very trendy! Crumbled base covered with a superb cream cheese filling with wonderfully aromatic strawberry halves.

1,450 g (ø 24 cm) | ready-baked | pre-cut
portions: 12 | pieces/case: 6
cases per pallet/layer: 48/6 | order code: **8102221**



Raspberry Cheesecake

A delicious cream cheese laced with raspberry fruit filling on a typical American-style shortcrust pastry. Each piece a taste of the American way of life!

1,450 g (ø 24 cm) | ready-baked | pre-cut
portions: 12 | pieces/case: 6
cases per pallet/layer: 48/6 | order code: **8103325**



Lemon Cheesecake

Creamy cream cheese rippled with a fruity lemon mix on a typical American pastry base made of crumbled shortcrust pastry. Lightly glazed – a real highlight!

1,450 g (ø 24 cm) | ready-baked | pre-cut
portions: 12 | pieces/case: 6
cases per pallet/layer: 48/6 | order code: **8105795**



Caramel Toffee Cheesecake

Delicious cream cheese rippled with creamy caramel on a typical American pastry base made of crumbled shortcrust pastry. Lightly glazed – irresistibly exquisite!

1,450 g (ø 24 cm) | ready-baked | pre-cut
portions: 12 | pieces/case: 6
cases per pallet/layer: 48/6 | order code: **8105796**



Cream Cheesecake Chocolate

The famous chocolate choice! Smooth, velvety cream and cream cheese filling rippled with tasty chocolate cream. Small pockets of chocolate cream are the perfect temptation for chocolate lovers. This Cheesecake tastes every bit as good as it looks.

2,000 g (ø 24 cm) | ready-baked | pre-cut
portions: 14 | pieces/case: 6
cases per pallet/layer: 48/6 | order code: **8106836**



Cream Cheesecake "New York Style"

America's N° 1 choice! A smooth, velvety cream and cream cheese filling on a tasty and crumbly shortcrust base.

1,950 g (ø 24 cm) | ready-baked | pre-cut
portions: 14 | pieces/case: 6
cases per pallet/layer: 48/6 | order code: **8106837**

Cream Cheesecake Strawberry

The best fruit choice! A smooth, velvety cream and cream cheese filling on a tasty and crumbly shortcrust base, rippled with a fruity, strawberry mixture. Small clusters of hidden strawberries are a true highlight. The unusual look of this creamy Cheesecake completes the package.

2,000 g (ø 24 cm) | ready-baked | pre-cut
portions: 14 | pieces/case: 6
cases per pallet/layer: 48/6 | order code: **8106835**





Brownies

Our classical in a square shape! A dark sponge streaked with delectable chocolate cream. Decorated with chopped walnuts and dark swirls.

1,000 g (19 x 28 cm) | ready-baked | pre-cut
portions: 12 | pieces/case: 3
cases per pallet/layer: 132/12 | order code: **8106994**



Brownies

A dark sponge streaked with delectable chocolate cream. Decorated with chopped walnuts and dark swirls.

1,000 g (19 x 28 cm) | ready-baked | pre-cut
portions: 16 | pieces/case: 3
cases per pallet/layer: 132/12 | order code: **8105658**



Brownies

A classic! Dark sponge containing exquisite chocolate cream, decorated with chopped walnuts and dark swirls.

2,050 g (28 x 38 cm) | ready-baked | pre-cut
portions: 48 | pieces/case: 3
cases per pallet/layer: 88/8 | order code: **8107856**



Brownie Triangles

Chocolate enjoyment to the power of three! Dark sponge with a delicious chocolate cream all the way through. Garnished with chopped walnuts and dark curls.

2,000 g (28 x 38 cm) | ready-baked | pre-cut
portions: 48 | pieces/case: 3
cases per pallet/layer: 88/8 | order code: **8107940**



Raspberry Cheese Cake Slices

Creamy cheese mixture with fruity raspberry all the way through, deliciously topping crispy shortcrust crumble pastry.

2,350 g (28 x 38 cm) | ready-baked | pre-cut
portions: 48 | pieces/case: 3
cases per pallet/layer: 88/8 | order code: **8104840**



"The American product range offered by erlenbacher tastes just like granny-made and is made with just as much love and devotion. I love them all, but I simply cannot resist the "Chocolate-Coffee"-Cheesecake!"

Melissa Schmied,
Export specialist at erlenbacher
with American roots



"4 Layers" Chocolate Cake

Delicious cocoa cream between layers of dark sponge. Decorated with chocolate cake cubes and dark swirls made of cocoa cream. Simply irresistibly delicious!

1,900 g (ø 24 cm) | ready-to-serve | pre-cut
portions: 12 | pieces/case: 4
cases per pallet/layer: 42/6 | order code: **8105286**



"4 Layers" Carrot Cake

Two moist carrot bases filled with a light cream mixture containing walnuts and raisins. Decorated with a layer of white swirls – a must for those with a sweet tooth!

2,000 g (ø 24 cm) | ready-to-serve | pre-cut
portions: 12 | pieces/case: 4
cases per pallet/layer: 42/6 | order code: **8105287**

Chocolate Cake

Chocolaty seduction! Delicious chocolate sponge filled with chocolate cream. Coated with chocolate couverture and nougat cream swirls.

1,000 g (ø 24 cm) | ready-baked | pre-cut
portions: 12 | pieces/case: 6
cases per pallet/layer: 48/6 | order code: **8104881**



Looking good: Presentation suggestion for more style, more atmosphere, more sales



It can look so beautiful if you furnish your salesroom with our service items and POS materials. This matches the style of an American Cakery and whets the appetite of your customers for our American cakes.

POS materials: you can obtain

1. poster,
2. buffet references and
3. table displays

via our shop:

www.erlenbacher.de/en/Professionals/Service-Shop



Creative service concepts

Optimal sales promotion

Attractive product presentation