

New opportunities – more turnover



Barista
CAKES

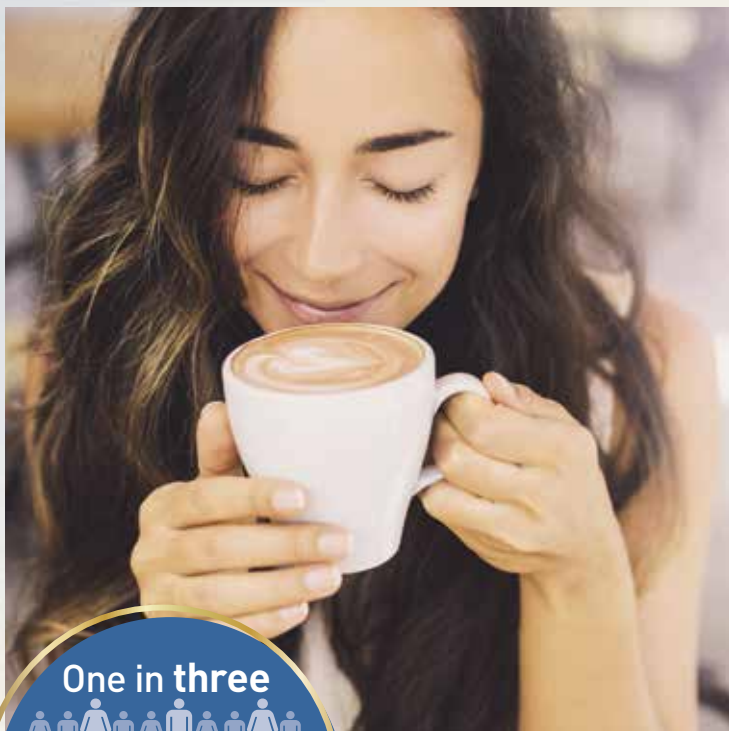
BOOST YOUR BUSINESS!



erlenbacher[®]
...so backen Meister!

First manufacturer of deep-frozen bakery products to be awarded ZNU certification.

Boost your business!



Do you want to actively generate more additional sales than ever?

Then you need something that supports your main coffee business.

In your business, things need to work quickly and easily, but not every day is the same:

- Consumer behaviour has changed.
- The demands on your products have increased.
- The market requires other solutions.
- Your customers want more inspiration.
- They long for a change from their daily routine, want to discover new things, and yet are reluctant to step out of their comfort zone.

Create this moment of pleasure for them!

One in three coffee shop visitors says "I expect to get expert advice about coffee & cake."¹

Our recommendation:

- ✓ Market the "perfect match" – combine coffee & cake!
- ✓ Help your customer to discover new taste horizons, perfectly matched to the flavours of your specialty coffees!
- ✓ Developed with a barista, **Barista CAKES** come in four hip flavours.



¹Net basis: all respondents under 45 years of age known to the "barista" (1513) / YouGov Sep/2019

Create impulse buys!



Barista **CAKES** – so easy to handle:

- ✓ available quickly
- ✓ removable individually
- ✓ defrosted quickly
- ✓ offer flexibility even in the event of unforeseen demand

The best thing: individual pieces can be defrosted in the microwave as required.



Adapt your counter to the demands of the market!

- Appealing presentation even where space is limited
- Make combination offers
- Bring out the aroma of the coffee



Take-away options are a good addition right now!

50%

of guests always or regularly order a cake with their coffee.²

² Net basis: all respondents who visit a coffee shop at least once a month, heavy users (363) / YouGov Sep/2019

Overview of our Barista CAKES

Order-hotline:
06152 803-351



Chocolate Raspberry Cake, code 8110122

The elegant colour and the acidity of the raspberries contrast with the chocolate tart. This showstopper will make your cake-heart melt! A shortcrust base with cocoa is filled with a layer of smooth chocolate ganache. On which are distributed crunchy chocolate pieces and a raspberry preparation. Garnished with whole raspberries and a clear cake glaze as a fancy finish.

Defrosting instructions: In the refrigerator (6–7°C) whole cake for about 9 hours. At room temperature (21–22 °C) whole cake for about 5 hours.



Chocolate Salted Caramel Cake, code 8110131

Salted caramel on a sinfully delicious chocolate tart. A chocolate shortcrust pastry base, filled with rich chocolate sponge and chocolate coated salted caramel crunchy balls are below a creamy, salted caramel and white chocolate topping. Finished with chocolate slices and icing sugar.

Defrosting instructions: In the refrigerator (6–7°C) whole cake for about 5 hours. At room temperature (21–22 °C) whole cake for about 2 hours.



Apple Cassis Cake, code 8110124

The perfect balance between fruit acid and a soft sweet note. Just an apple tart?! Far from it! A butter shortcrust pastry base. On which there is a layer of blackcurrant fruit preparation and a layer of a soft sour cream dessert. On the top are unevenly distributed apple slices, caramelized and covered with glaze.

Defrosting instructions: In the refrigerator (6–7°C) whole cake for about 9 hours. At room temperature (21–22 °C) whole cake for about 5 hours.



Banana Walnut Cake, code 8110126

A white oat drink based topping covers this nutty banana bread. A moist base of banana bread with walnuts on crispy oat crunch covered with a generous layer of oat drink based topping. Chopped pistachios decorate this vegan and palm free cake.

Defrosting instructions: In the refrigerator (6–7°C) whole cake for about 5 hours. At room temperature (21–22 °C) whole cake for about 2 hours.



Code	Description	Weight	Portion weight	Pieces per case	Pre-cut portions	Cases per pallet/layer	EAN case	Single piece microwave at 160 W* chilled	Whole cake oven at 180°C** oven fresh
8110122	Chocolate Raspberry Cake	1,200 g	approx. 100 g	4	12	66/6	4004311501221	1.5 Min.	
8110131	Chocolate Salted Caramel Cake	1,000 g	approx. 83 g	4	12	66/6	4004311501313	1.5 Min.	
8110124	Apple Cassis Cake	1,170 g	approx. 98 g	4	12	66/6	4004311501245	2.5 Min.	10 Min.
8110126	Banana Walnut Cake	980 g	approx. 82 g	4	12	66/6	4004311501269	1.5 Min.	

* Thawing times based on thawing individual pieces using the 160 W defrost programme on your microwave. These times are guidelines only and may vary from device to device. Individual tests to check the temperature in various parts of the cake are recommended. Thawing time: Thawing time until the individual piece of cake has reached a temperature of around 8°C (fridge temperature).

** Thawing times refer to thawing a whole cake at 180°C in the oven. Thawing time: Time to thaw until the cake has reached a temperature of 20°C to 30°C. Suitable for serving at room temperature.



erlenbacher backwaren gmbh
Wasserweg 39
64521 Groß-Gerau (Germany)
Tel: +49 (0) 6152 803-0
Fax: +49 (0) 6152 803-347
www.erlenbacher.com