

Casual - layer by layer

New trendy erlenbacher Casual Cakes



Casual Cakes by erlenbacher – picture: erlenbacher backwaren

Groß-Gerau, September 2018 - Will "good old" gateaus soon be out-of-date? This question comes up when you take a look at the eating habits of a young generation – the millennials. And the answer is: of course not. They only need to be reinvented. And this is exactly where the new erlenbacher Casual Cakes play a role.

PRESSEINFORMATION

Caramel Carrot Gateau, Chocolate Cherry Gateau and Red Velvet Gateau, or, put briefly: Casual Caking. A concept bearing the character of the millennial generation. Even now already, today's 25- to 30-year-olds account for 15 to 20 per cent of private households. And just like any other target group, this group also has specific requirements when it comes to food: it should be less rich, it should be made up of unusual ingredients and its production must be transparent throughout. Requirements that are precisely met with the new Casual Cakes by erlenbacher.

An overview of our three Casuals:

- **Caramel Carrot Gateau:**

You just have to love carrot cake. The natural sweetness of carrots and the full-bodied flavour of almonds have been finely coordinated in this gateau. Three fruity, juicy carrot base layers form the basis of the cake. Each base layer is covered in a layer of vanilla-Skyr cream, and the gateau is topped with a creamy-crunchy combination of nuts and caramel.

- **Chocolate Cherry Gateau:**

Chocolate is also the classic among sweet temptations in Casual Cakes. Layers of chocolate and cherry cream cream lie between three chocolatey brownie base layers. All of this is topped with crunchy flakes of fine chocolate. And the red cherry on top lends the cake more than a touch of colour - it also gives the chocolate a refreshing flavour kick.

PRESSEINFORMATION

- **Red Velvet Gateau:**

One bite into a slice of this Red Velvet Gateau and you will know why it is worthy of its name. It will melt in your mouth, as soft and smooth as velvet. This is thanks to the three light muffin base layers, each covered with a smooth cream cheese layer. Incidentally, the bases get their deep red colour from beetroot. To make the gateau completely natural enjoyment. And finally, to round it off, a topping of crunchy chocolate curls also turns this moist culinary treat into a sensory experience.

And like all cakes made by erlenbacher backwaren, the three Casual Cakes are free of declarable additives and they contain no artificial flavours, colourants or hydrogenated fats and oils. For fresh, authentic cake enjoyment.

Imagery:



Caramel Carrot Gateau

PRESSEINFORMATION



Chocolate Cherry Gateau



Red Velvet Gateau

Picture: erlenbacher backwaren

PRESSEINFORMATION

Product details

Casual Cakes

Product	measure	Weight per portion	State	Pre - cut portions	Weight	Portion
Red Velvet Gateau	24 cm Ø	121 g	ready baked, frozen	Pre-cut	1.450 g	12
Caramel Carrot Gateau	24 cm Ø	134 g	ready baked, frozen	Pre-cut	1.600 g	12
Chocolate Cherry Gateau	24 cm Ø	155 g	ready baked, frozen	Pre-cut	1.850 g	12

About erlenbacher backwaren

Within 45 years, the tradition-steeped company erlenbacher backwaren gmbh has developed into the number one for deep-frozen cakes, gateaux and desserts in the European out-of-home market. In the process, the company has always remained true to its recipe for success: traditional craftsmanship combined with state-of-the-art technology and the best ingredients. Together with over 600 employees, the market leader produces more than 23 million premium baked goods for restaurant chains, catering and specialist wholesalers every year. More than 450 different articles are exported to approximately 45 countries from the company's headquarters in Groß-Gerau.

Since 2010, the company has worked on a secure future in cooperation with the Centre for Sustainable Corporate Management (ZNU, Zentrum für Nachhaltige Unternehmensführung) of Witten/Herdecke University. Additionally, since December 2015, erlenbacher has been certified according to the ZNU standard on sustainable production^{Food} (ZNU – Standard Nachhaltiger Wirtschaften^{Food}).

Your Press Contact

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