

PRESS RELEASE

## Erlenbacher Backwaren at Anuga 2021

Innovative, inspiring and modern: "Cake know-how" of the future



*„New Look“: With the right staging, every cake counter becomes an eye catcher - photo:*

**Groß-Gerau, 06. of September 2021 – Anuga is just on stage - and with it a lot of interesting, forward-looking food trends. Erlenbacher is presenting a completely new consulting approach for increasing sales in the cake business. The focus is on a product selection tailored to the target group, including a modern presentation of the cake counter. Young, individual and modern, just at the pulse of time.**

Knowing today what will be trendy tomorrow. At Anuga 2021, Erlenbacher will be demonstrating how this can be done. This year at the leading international trade show, Erlenbacher will showing how the cake counter can become an eye catcher for every customer with the help of the right product selection and presentation. The result: a convincing product portfolio - staged in a modern way and variably tailored to coffee shops and cafés, restaurants and bakeries.

## PRESS RELEASE

### **Modern staging for versatile pleasure**

At Anuga in Cologne, Erlenbacher will be demonstrating how the gastronomy can increase their sales with a clever mix of modern bestselling cakes and interesting innovations. Erlenbacher is thus advancing to become a service idea provider for cafés, restaurants, bakery stores and confectioners.

"With our new consulting approach, individual product selection is key.

Restaurants, bakeries and cafés should vary their range of cakes - depending on the orientation of the business and the existing consumer group," explains Jette Weigel, Head of Brand Management at Erlenbacher Backwaren.

"We recommend a balanced range, in which, for example, a BARISTA CAKE or a purely plant-based APPLE CAKE are just as important as a classic CHEESECAKE or BROWNIE," says Jette Weigel. Special varieties, such as gluten- and lactose-free cakes, also have their place in the new consulting approach. No matter what the product portfolio ultimately looks like, the deciding factor is always the target-group-specific presentation of the baked goods.

### **Coffee Shops and Cafés – Cake - Highlights for coffee specialties**

A popular example is the sweet counter. "When we treat ourselves to something, we are particularly picky. However, if the gastronomy drapes the products attractively, the final purchase decision is quite easy," explains Jette Weigel. "It is not decision which item the customer reaches for. What's important is that the right presentation at the counter entices him to enjoy it."

Guests who visit coffee shops and cafés love coffee - in many different variations. How can these requirements be combined with bakery products? Erlenbacher delivers a new solution with its BARISTA CAKES. The flavors of the four round cakes are perfectly matched to various coffee specialties. These include the juicy **Apple Cassis Cake**, a fruity-chocolate **Chocolate Raspberry Cake**, the salty-sweet **Chocolate Salted Caramel Cake** and a vegan **Banana Walnut Cake**.

## PRESS RELEASE

Popular classics also make a "perfect match" with coffee. For example, Erlenbacher recommends that coffee shop operators offer creamy American Cheesecakes and juicy Brownies in addition to the Barista Cakes. Finely draped and arranged on the cake counter without much decoration, the baked variations not only meet the taste of typical coffee lovers.

"Cake here becomes a lifestyle product and picks up customers exactly where they are: in an open-minded, innovative and fast-moving world," explains Jette Weigel

### Download images

[www.purepress.de/erlenbacher/EB\\_PM\\_Anuga\\_2021.zip](http://www.purepress.de/erlenbacher/EB_PM_Anuga_2021.zip)

### Erlenbacher Backwaren at Anuga

Live: 9. - 13. Octobre 2021 Hall 04.1, Stand A-031 B-030

Online: 11. -13. Octobre 2021 registration link: [www.anuga.de/die-messe/anuga-home](http://www.anuga.de/die-messe/anuga-home)

Erlenbacher Backwaren will also participate in the online program "Anuga @home". Registration for the digital food fair will run from September 9, 2021 via the Anuga homepage.

### About Erlenbacher Backwaren

Within 45 years, Erlenbacher Backwaren GmbH has become the number one for frozen cakes, gateaux and desserts in the European out-of-home market. 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 almost 600 employees, the market leader produces more than 23 million premium baked goods annually for gastronomy, quick service restaurants, coffee shops, catering, bakery and specialist wholesalers. From the company headquarters in Groß-Gerau, more than 450 different articles are exported to around 45 countries in the world. Since December 2015, Erlenbacher has been the first frozen baked goods manufacturer to be certified according to the ZNU standard.

### Presse Contact

Erlenbacher Backwaren GmbH

Babette Schmidt, Wasserweg 39, 64521 Gross-Gerau, Germany

Tel. +49 (0) 6152 803 373 o. +49 (0) 170 924 3073

[babette.schmidt@erlenbacher.de](mailto:babette.schmidt@erlenbacher.de)