

Enjoyment in every slice

erlenbacher adds four new round cakes to the Country Bakehouse range



erlenbacher Country Bakehouse cakes. Photo: erlenbacher Groß-Gerau, 11 March 2016 – **A little piece of home on a plate. With the growing popularity of rustic cakes, erlenbacher has added four new round cakes to its successful Country Bakehouse range. Now there are even more delicious cake varieties to choose from.**

Sometimes it is the smallest of details that evokes the strongest memories. Like carefully spreading out the creamy filling on a cheesecake with the back of a spoon. Or covering a deliciously moist sponge cake with hand-picked fruit. This is the type of traditional baking that we know and love. However, caterers, bakers and hoteliers don't have to become bakers of cakes themselves. With the Country Bakehouse range, erlenbacher offers an authentic, yet much more convenient alternative.

Our classic round cakes are deep-frozen and look just as if they were made by hand. And with four new varieties, the leading supplier of cakes, gateaux and desserts to the European out-of-home market now offers an even greater choice.

The new additions to the Country Bakehouse range at a glance:

- **Country Bakehouse Blueberry Cake**
A crumbly base with oats and a delicious cream cheese filling, topped with fresh blueberries. Crumbly, creamy, fruity – three different textures and flavours perfectly combined in one cake.
- **Country Bakehouse Apple and Almond Cake**
A light sponge mixture on a crispy crumble base, topped with Cripps Pink apple slices and a mixture of butter crumble and flaked almonds. The delicate balance of flavours in this Country Bakehouse Apple and Almond Cake delivers an amazing taste sensation.
- **Country Bakehouse Cherry Marble Cake**
Melt-in-the-mouth marbled dark and light sponge dotted with juicy sour cherries. The

Country Bakehouse Cherry Marble Cake is decorated with roasted almond slivers. The same homemade taste that you remember from Grandma's kitchen.

- **Country Bakehouse Cheesecake**

With its rustic decoration, the Country Bakehouse Cheesecake is both traditional and original. A delicious cream cheese filling covers a crumbly base with oats. A real treat for the eyes and the taste buds.

"With these products, we are meeting customer demand for authentic, high-quality cakes that look as if they were made by hand," explains Babette Schmidt, Head of Marketing at erlenbacher backwaren GmbH. There's more to this product innovation than good looks, however. The ingredients have been carefully selected and prepared following the finest baking tradition. "We apply these same high quality standards to all of our cakes, gateaux and desserts," explains Babette Schmidt.

Premium cakes, ideal for the out-of-home market

It's all in the taste – fresh and authentic, just like you remember it. But with traditional round cakes from erlenbacher you get more. With a diameter of 38 cm, these cakes give you even more to enjoy.

Their size and packaging are specially designed for the out-of-home market. Each box contains four halves, which gives you the flexibility to combine two different varieties in your display case, for example. And when it comes to cutting, you can give customers the freedom to choose – from a small slice all the way up to an XL slice. The halves are individually packaged, ready-baked and just need to be defrosted. Ready to enjoy in no time at all.