

Going with the grain

New Cherry Spelt Slice: erlenbacher embraces spelt flour

Groß-Gerau, 11 March 2016 – **erlenbacher has shown how current trends and tradition can be combined by using spelt, an ancient grain, in the new Cherry Spelt Slice.**

Moist sponge is dotted with fresh sour cherries to create a melt-in-the-mouth sensation. erlenbacher Cherry Slices are a much-loved classic and a top seller in our product range. So why launch a second version of this tried-and-trusted recipe? To provide new inspiration. And to go with the grain – the latest trend in cakes. That's why the classic erlenbacher Cherry Slice is now also available with spelt flour. "Spelt is hugely popular at the moment. As a wholegrain, it offers a multitude of benefits that appeal to many consumers," says Babette Schmidt, Head of Marketing at erlenbacher backwaren GmbH.

Spelt flour gives cakes a deliciously nutty flavour

Bread and bread rolls made with spelt flour are already extremely popular with many customers. But can it also work in cakes? Absolutely. The spelt flour used in our new Cherry Slices gives them an extra dimension thanks to its slightly nutty taste. A taste that works in perfect harmony with the fresh sour cherries and delicate milk chocolate pieces.

Tray bakes are ideal for bulk consumers

Cherry Spelt Slices come as a tray bake pre-sliced into 12 portions (à 4.7 x 9.8 cm), making them ideal for bulk consumers. They look attractive presented on trays and in display cases and appeal to consumers who generally prefer wholegrain products. They are also the perfect opportunity for lovers of the classic variety to try something new.

However, superb flavour isn't the only thing that the new Cherry Slice has to offer. In addition to giving the sponge a delicious nutty taste, spelt has a high protein content. This makes it very satisfying. Spelt also has different proteins to wheat. Many customers who are allergic to wheat can therefore consume spelt products safely.

Baking with spelt is a big challenge

While spelt has many benefits, easy handling is not one of them. Spelt has a much higher gluten content than wheat. This makes it more difficult to work with. The gluten structure makes the dough very soft, but at the same time quite delicate. There is a risk of overworking the dough. Bakers who want spelt products but also want to save time and money now have a real alternative in the form of Cherry Spelt Slices from erlenbacher. Made in the finest baking tradition, they taste just like homemade – all you have to do is defrost them.