

Superfood in cake format

New Indulgence³ slices from erlenbacher

Groß-Gerau, 27 March 2017 – **Spelt, vegan or gluten-free – with the innovative power trio Indulgence³, erlenbacher is conquering new frontiers. The wholesome alternatives for healthy eaters have quite a bit to offer: from brownies with beetroot to fruity and nutty banana bread.**

New food trends are conquering the market. Prominent among them is vegan and gluten-free food. A trend that erlenbacher is also targeting. However, instead of abstinence, the focus with the new erlenbacher cake slices is on indulgence. With fresh berries, crunchy nuts and seeds, the frozen cakes, gateaux and desserts expert is focusing on wholesome alternatives. This is well received by consumers.

“We had our Indulgence³ cake slices tested in advance in three countries,” says Babette Schmidt, Head of Communication at erlenbacher backwaren. “In general, the feedback was very positive. The apple-spelt wholemeal slices were particularly popular with the German testers. In contrast, the testers in England and Spain preferred the vegan banana bread and the gluten-free raspberry brownie.” With the new introductions, erlenbacher backwaren is purposefully expanding its range of “free from” products and is focusing on a new, nutritionally conscious target group.

Here is an overview of the three newcomers:

Whole Grain Apple-Spelt Slices (Mr. Grain): The rugged one among the slices. Here, a crunchy mix of pumpkin seeds and oats meets a fruity topping of apple slices and blueberries. The basis: a juicy apple-spelt wholemeal pound cake. The fruit offensive with wholemeal power. [["Whole Grain Apple-Spelt Slices"](#)]

Raspberry Brownie, gluten-free (Doc Choc): Superfood for chocolate lovers. The gluten-free chocolate pound cake is extra juicy. The secret: beetroot, which really makes the brownie nice and soggy. Topped with sunflower seeds, pumpkin seeds, nuts and raspberries – true indulgence. [["Raspberry Brownie, gluten-free"](#)]

Banana-Currant Slices (Banana Kid): The fruity-sweet power pack of vegan banana pound cake with crunchy walnuts. There are redcurrants on top for even more fruit indulgence. Add in an oat-almond mix and the result is cake indulgence with bite. [["Banana-Currant Slices"](#)]

Like all other cakes from erlenbacher backwaren, the cake slices from the new Genuss³ range are free of declarable additives. For fresh, authentic cake indulgence.

[\(Further Photos\)](#)

Product details

Genuss³

Product	Dimensions	Weight	Condition	Slice	Portions
Mr. Grain	19.5 x 29 cm	1,300g	ready-baked, deep-frozen	pre-cut	12

Doc Choc	19.5 x 29 cm	1,050g	ready-baked, deep-frozen	pre-cut	12
Banana Kid	19.5 x 29 cm	1,150g	ready-baked, deep-frozen	pre-cut	12

About erlenbacher backwaren

Within 40 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 productionFood (ZNU – Standard Nachhaltiger Wirtschaften Food).

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