

## PRESSEINFORMATION

### **New interpretation of "All time classics"**

Brownies, blondies and cheesecakes in the erlenbacher American Cakery



*American Cakery by erlenbacher – picture: erlenbacher backwaren*

**Groß-Gerau, Februar 2018 - How about a trip to the USA? erlenbacher will gladly take you along to the "American Cakery". This is where new American classics are now available. Cookies and blonde companions for the brownies, with lots of passion.**

What do brownies and cheesecakes have in common? Right: cookies. At least that's the way it is with the new products in the erlenbacher "American Cakery". The product line gets its inspiration from America and its delicious varieties are very much a current trend. The specialist for bakery products is expanding its "American Bakery" with two especially genuine product highlights, *Cookies & Cream Cheesecake*

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*Supreme* and *Cookies & Cream Brownie*. And what is really special: the two cookie creations are dotted with one of the most popular sandwich cookies worldwide.

A study by German market research institute GfK shows that sales of brownies rose by 25.5 % a year from 2015 to 2017. Couldn't be easier for blondie, the third cookie in the line, to be just as popular with cake fans as its brownie counterpart. After all, the *Maple Walnuts Blondie* is a genuine brownie. Just that it's blonde.

An overview of our three American cake heroes:

- **Cookies & Cream Cheesecake Supreme:** A real dream team – cookies, cream and cheesecake combined to give a really good taste. And, united in the new erlenbacher creation, they make cake dreams come true. A creamy cheesecake supreme mixture nestles on top of a tempting dark crumbled biscuit base. Completed to perfection with a shower of crispy chocolate cookies. A dream of a cake.
- **Cookies & Cream Brownie:** So juicy, so creamy and so crispy – this is what the erlenbacher *Cookies & Cream Brownie* is all about. Chocolatey sponge and a scrumptious vanilla cream. On top: crispy crumbed chocolate biscuits and little chocolate curls. A must-eat for all those with a passion for chocolate. Brownie enjoyment at its best.
- **Maple Walnuts Blondie:** "There's no room for both of us in this display case" – not true at all. With the new *Maple Walnuts Blondie* by erlenbacher, our classic chocolate brownie is actually getting an addition to the family. Juicy sponge with white chocolate, amber-coloured maple syrup from the forests of Canada and crunchy walnuts. Garnished with fine fondant threads and crispy-sweet walnut crumbs – tastes good and looks good too.

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And like all cakes made by erlenbacher backwaren, the "American Cakery" products are also free of declarable additives and have no artificial flavours, colourants or hydrogenated fats and oils added. For fresh, authentic cake enjoyment.

### Imagery:



*Cookies & Cream Cheesecake Supreme*



*Cookies & Cream Brownie*



*Maple Walnuts Blondie*

*Picture: erlenbacher backwaren*



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## Product details

### American Cakery

Product	measure	Weight per portion	State	Pre - cut portions	Weight	Portion
Cookies & Cream Cheesecake Supreme	24 cm Ø	121 g	ready baked, frozen	Pre-cut	1.700 g	14
Cookies & Cream Brownie	19 x 28 cm	92 g	ready baked, frozen	Pre-cut	1.100 g	12
Maple Walnuts Blondie	19 x 28 cm	75 g	ready baked, frozen	Pre-cut	900 g	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 production<sup>Food</sup> (ZNU – Standard Nachhaltiger Wirtschaften<sup>Food</sup>).

### Your Press Contact

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