

New members of the Crazy Cheesecake Club  
Erlenbacher launch crazy cheesecakes



*Cheesecake Salted Caramel – Foto: Erlenbacher Backwaren*

**Groß-Gerau, den September – Three, two, one... cheese! Erlenbacher is now bringing a whole new generation of cheesecakes to the cake plate. New products are waiting in the wings that score points with modern recipes and an original design. Perfectly tailored to a younger target group, "Cheesecake Salted Caramel" and Co. come in a completely new look.**

**Cheesecake 2.0: And it makes POP!**

Cheesecakes? Always a crowd pleaser. What's more, they are among the most sought-after cakes of all - even ahead of chocolate cake . Erlenbacher is now proving just how versatile and changeable the cake can be with the new cheesecake varieties. Here, trendy ingredients and innovative recipes meet a modern look. The Crazy Cheesecakes are excitingly combined like never before, but never lose their creamy basic character. In this way, a younger target group is also to be picked up directly at the cake counter.

Reinventing cheesecakes - Erlenbacher has set itself no more and no less of a goal for its new product concept. So everything back to square one? Not quite. When it comes to the basis, the baked goods expert is only satisfied with the best. In all Crazy Cheesecakes Club cheesecakes, fresh dairy products, silky-smooth cream cheese and the finest cream ensure maximum creaminess.

At the same time, Crazy Cheesecakes captivate with their extravagant appearance and an original mix of various trendy ingredients. Cheesecake combined with Carrot Cake? Definitely. Sweet get-together with strawberry cream and muffin cubes? Check. Combined with individual decorating ideas, the colorful cheesecake dreams are a real eye-catcher. Perfect for creative restaurateurs who want to offer their customers modern alternatives as well as classics.

### **Cheesecake Salted Caramel - you can not miss**

Sweet or salty? Sorry, in the Crazy Cheesecake Club there are no ifs and buts. That's why the new Cheesecake Salted Caramel brings together what belongs together. A crunchy, dark cocoa crumb base, a light and a caramel cheesecake layer - and a salted caramel sauce as topping. Crunchy dark chocolate chips provide the perfect cheesecake experience.

### **Carrot Cake Meets Cheesecream - It's a match!**

How was it again... Exactly, the more the merrier. The new Carrot Cake Meets Cheesecream is probably the most delicious proof. Erlenbacher has managed to combine a nutty, juicy carrot cake with creamy cheesecake. The finish is provided by a silky cream cheese frosting, decorated with caramelized walnuts and yellow fondant threads. Two American classics combined in one cake. Oh yes!

**Cheesecake Topped Apple - This really tops everything...**

Apple pie and cheesecake make together, that's not possible? Top(ped), the bet is on! And bang won - hello Cheesecake Topped Apple. Here, a crunchy crumb base is layered with a cinnamon enhanced cheesecake filling and a light cheesecake layer. It's all topped with crisp apple slices, cinnamon sugar and a fruity frosting for the perfect shine.

**Produkt Details**

product	mesaure	weight	portion weight	portione
Cheesecake Salted Caramel	Ø 24 cm	1.750 g	ca. 109 g	16
Carrot Cake meets Cheesecream	Ø 24 cm	1.250 g	ca. 78 g	16
Cheesecake Topped Apple	Ø 24 cm	1.800 g	ca. 113 g	16

Photo material



*Cheesecake Topped Apple, Carrot Cake Meets Cheesecream*



*Crazy Cheesecake Club*

*photos: Erlenbacher Backwaren*

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