

New almond slices by erlenbacher

## **Delicate cake enjoyment without any palm oil**



*New almond slice by erlenbacher Photo: erlenbacher backwaren*

**Groß-Gerau, 7 October 2017 – Enjoyment unlimited – guaranteed with the new erlenbacher almond slices. The crispy-creamy creations contain no gluten or palm oil, so guests will all be able to enjoy them. And they are ready to be served in no time at all thanks to their short defrosting times. So easy yet so special. A must-have for any cake display case.**

Creamy or crispy – how should a slice of cake be? Fortunately, connoisseurs don't have to decide with the new erlenbacher almond slices since they combine both forms in one. Roasted almonds meet soft butter cream. A crunchy-delicate combination with an unmistakable flavour. But customers do have a choice: there are two delicious types of almond slice. And best of all: the slices are both gluten-free and no palm oil has been added. Ideal for customers with a food intolerance and for consumers wanting responsibly chosen ingredients.

### **Two almond slices, one promise: pure enjoyment**

With two variants, erlenbacher is bridging the gap between those with a passion for classical, light butter cream and chocoholics who never want to do without sweet cocoa cream. With chocolate or without – delicious almonds highlight the two cake creations, giving them a wonderfully intensive flavour.

An overview of the two slices:

- **Almond slice (Almond Success Cake):** The name says it all in the case of our Almond Success Cake. And almonds are actually an absolute current trend. Couldn't be easier for the almond slice to become the new star in cake display cases. Enticing butter cream lies between fluffy almond sponge layers. The topping to round the cake off is another layer of butter cream and roasted almonds. Each of the 15 slices is a creamy-crispy experience.
- **Almond chocolate slice (Almond Chocolate Cake):** Our Almond Chocolate Cake combines our proven nutty taste and a fine hint of chocolate. Chocolate has been added to the butter cream in this cake. Besides roasted almond slivers, delicious chocolate icing highlights the look and taste of the cake. A real eye-catcher and a fantastic variation of classic almond slices.

### **erlenbacher's "secret ingredients": quality and authenticity**

Natural taste, high-quality raw materials and the responsible handling of resources – this is the erlenbacher backwaren commitment to quality and a recipe for success rolled into one. The company thus consistently refrains from using degradable ingredients, colourants or preservatives in the two almond slices.

**More picture material:**



*Details*

product	measurements	weight	state	cut	portions
After Eight® Tarte	Ø 28 cm	950 g	frozen	pre-cut	12
Lion® Tarte	Ø 28 cm	950 g	frozen	pre-cut	12
Lemon Tarte	Ø 28 cm	1.000 g	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 production<sup>Food</sup> (ZNU – Standard Nachhaltiger Wirtschaften<sup>Food</sup>).