

New Product Launch from *The Handmade Cake Company*

Gluten Free *Vegan* Blackcurrant Crumble Slice



The Handmade Cake Company are excited to launch their **first ever Vegan traybake** - a Gluten Free Vegan Blackcurrant Crumble. Sandwiching a sticky blackcurrant jam between a shortcake base and a crunchy oatly crumble, it's hard to believe this delicious slice is Gluten Free, let alone vegan-friendly.

Just like all bakes offered by The Handmade Cake Company, the new Gluten Free Vegan Blackcurrant Crumble is handmade and baked from scratch in their 'AA grade' BRC certified bakery in Berkshire, using kitchen cupboard ingredients and large scale 'traditional' kitchen tools to create authentic cakes any chef would be proud to call their own.

Social media front-runner Pinterest has released their 100 report predicting the biggest food trends of 2018 and vegan desserts are set to be one of the winners. Pins for vegan desserts are up 329%, particularly classical desserts with a vegan twist. Following such trends, The Handmade Cake Company report seeing a rise in demand for free from products that are tasty enough to offer to all.

"We've seen a strong increase in demand for vegan-friendly products that don't compromise on taste from sellers who want free from products with broader appeal"

-Anthony Saison, Category Manager

Findings from the Vegan Society show that at least 542, 000 Britons now follow a Vegan diet, an increase of 350% over the last decade. Of these, 42% are aged between 15 and 34. As such, on trend vegan products offer a lucrative opportunity for attracting millennials to spaces traditionally occupied by older demographics.

To cater for this demand, The Handmade Cake Company have crafted a recipe with all the flavour and texture of a traditional crumble that is suitable for vegans and coeliacs. It won't be alone for long as the range is set to expand with promise of **two brand new vegan cakes to launch over the next three months**.

For further information or images of these cakes, please contact Simon Law, Channel Director – Wholesale at the Handmade Cake Company on 01628 770908, or email marketing@handmadecake.co.uk

