

New Product Launch from *The Handmade Cake Company*

Two Exciting New Loaf Cakes



With cake being the number #1 food item purchased in coffee shops (*Allegra World Coffee Portal Consumer Research and Analysis, September/October 2016*) and display space at a premium, we've seen a rise in demand for loaf cakes which can be displayed more efficiently than traditional round cakes. The smaller portions also appeal to the growing number of health conscious consumers trying to reduce their sugar and calorie intake.

We're excited to announce the launch of two exciting new Loaf Cakes. The first is a **Salted Caramel Latte Loaf**, marbling moist toffee and coffee sponges together, topped with a salted caramel icing and finished with a sprinkling of toffee pieces.

The second is our first ever **NO ADDED SUGAR** cake, a **Banana & Chocolate Loaf**. Made with bananas and dates for natural sweetness, the chocolate and banana sponges are marbled together to create a striking contrast – a show stopper in any cake cabinet!

Just like all our cakes, the new loaf cakes are handmade, baked from scratch in our '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.



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