

## New Product Launch from *The Handmade Cake Company*

# Vegan BELGIAN Chocolate Fudge Cake



The Handmade Cake Company are adding to their rapidly growing vegan range, following the release of two vegan tray bakes in the last few months, with their newest offering – an indulgent **Vegan BELGIAN Chocolate Fudge Cake**. The cake has been developed to meet the growing demand for vegan products that taste delicious enough to appeal to all. Three layers of light chocolatey sponge generously layered with a creamy chocolate buttercream, finished by hand with more chocolate buttercream in a swirled paddle effect and a side coating of chocolate nibs. Much like their other newly released vegan products, a **Blackcurrant Crumble Slice** (which is also Gluten Free) and an **Apricot Orange & Almond Slice**, this new fudge cake provides a free from option on a classic favourite that is unrecognisably vegan from texture or taste. Vegan reimaginings of traditional best-sellers provide retailers with the opportunity to attract a new customer base in free from shoppers looking to indulge in previously unavailable products. As with the rest of their range, the new cake is frozen immediately following baking to lock in the freshness and pre-portioned so customers can defrost only what is needed.

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](mailto:marketing@handmadecake.co.uk)