

## CAKES

“Using pre-prepared frozen stock helps café caterers to serve their cakes fresh every day, as well as helping to reduce waste. It’s not always easy to estimate demand but having frozen sweet treats to hand means there will always be back up if demand outstrips supply.”

### VISUAL

“Visual appeal is so important when customers are choosing cakes to accompany their tea and coffee, so make sure your cakes not only taste delicious but look great too,” advises Gordon Lauder.

“Opt for some real showcase cakes. We have just launched the Menuserve Ruby Chocolate and Raspberry Cheesecake, for example, which is stunning to look at. Vegetarian and gluten-free, it also ticks a lot of boxes when it comes to offering a sweet treat that will go down well.

“It has a gluten-free dark cocoa biscuit base, topped with a light and creamy, fruity ruby chocolate and raspberry cheesecake, finished with a layer of dark chocolate ganache swirled with ruby chocolate.”

Dubbed ‘the fourth type of chocolate’, ruby chocolate is seen by many as the on-trend dessert ingredient for 2019. Made from unfermented cocoa beans, with their natural red-pink colour, ruby chocolate has a creamy, light, fruity/berry flavour that works perfectly with cheesecake. Its unusual pink colour offers instant visual appeal and ensures your menu stands out from the competition, feel Central Foods, with that all-important potential for securing ‘likes’ on Instagram.

“Raspberry and chocolate is one of those classic combinations that diners just can’t get enough of and it’s an ideal flavour pairing to add to any café menu. It goes down well at afternoon tea, as well as at lunch, morning coffee and other eating occasions,” Gordon Lauder continues.

“Cheesecake has remained in the list of top 10 Desserts since at least 2008 (BFFF/Horizons Menurama data), so caterers can be confident this new, on-trend variation will be a hit with customers.”



**Menuserve Ruby Chocolate and Raspberry Cheesecake**



**Gluten free carrot cake**

### FRESH APPEAL

“We’re seeing an increase in sales of homemade style whole cakes that appeal to consumers current interest in nostalgia and are ideal for coffee shops or garden centre catering for example where the cakes can be displayed whole and cut as requested,” reports Rhian Hawkings, marketing controller at independent delivered wholesale company Creed Foodservice ([www.creedfoodservice.co.uk](http://www.creedfoodservice.co.uk)).

“Sales of ‘free-from’ cakes – both gluten-free and those suitable for a vegan diet - have rocketed too, as have cakes featuring botanical flavours and fruit content. Since most free-from cakes now taste as good as their regular counterparts, caterers are often stocking one cake which is suitable for all rather than having to take up valuable freezer space. The Handmade Cake Company, for instance, offers a range of frozen pre-cut whole cakes through Creed Foodservice including gluten-free carrot cake and gluten free Cappuccino cake as well as more unusual flavour

combinations such as Orange & Poppyseed, Earl Grey & Blackcurrant or even Zucchini & Lime.

“For caterers wishing to add a gluten-free cake or dessert range, frozen offers an easy solution as there’s no risk of cross contamination in the baking. Handmade Cake’s hand finished artisan cakes are both gluten and dairy free and have been the go-to brand in this sector for many years.”

Free from and indulgence

**Dawn offers a range of recipes to create new takes on familiar favourites such as lemon and violet cake, for example.**



are driving the cakes category feel sector supplier Dawn Foods ([www.dawnfoods.com](http://www.dawnfoods.com)).

“Classic cakes are popular with the revival of many traditional British cakes such as Victoria sponges, lemon drizzle, scones and fruit cake,” says Jacqui Passmore, marketing manager UK and Ireland at Dawn Foods.

“Consumers are looking for new ways to enjoy these classics, though, and it’s all about appealing to the senses. There’s plenty of texture required but much lighter and fresher tastes and looks, whether that’s replacing jam served with scones with zingy lemon curd, for example, or introducing botanical and fresh citrus flavours to cakes.”

“Concerns about sugar and the growth in vegetarianism, veganism and flexitarian eating mean there’s a real drive to use natural ingredients or offer ‘better for you’ options. Dawn is working to reduce the sugar content across several product lines, and we also offer mixes with 30% reduced sugar and fat to enable café operators to produce a healthier range of products.

“We’re also seeing more sweet bakery products using honey as a natural sweetener or maple syrup, for instance, to appeal to vegan consumers. Gluten-free is a big driver too with one in 100 people now choosing gluten free due to gluten intolerance or a lifestyle choice. This has seen real growth in this area with considerable

