



FOR IMMEDIATE RELEASE

Gâteaux Premium Frozen Cakes Debut New Petits at Winter Fancy Food Show, Booth #IV2

Clean Ingredients, Smaller Size, and Frozen Convenience Inspire Everyday Cake Moments

Hood River, OR — January 21, 2023 — Gâteaux, a new visionary frozen dessert company, is excited to announce the launch of its new petit-sized cake line, bringing the taste of French pâtisserie to the home kitchen. Chef and founder Lindsay Gott introduces an irresistible combination of convenience, exceptional flavor, and a clean label with Gâteaux's premium frozen cakes.

Frozen dessert aisles have long lacked options made with high-quality ingredients, but Gâteaux brings a revolutionary approach to frozen desserts. Gott envisions a future where consumers can enjoy frozen cakes without compromising on taste or convenience.

Says Gott, "I created Gâteaux because I believe everyone should be able to 'have their cake and bake it too'. In other words, even when you are too busy to undertake a home baking project, you should be able to enjoy something freshly-baked and truly delicious. Our new petit-sized cakes allow you to experience all the joy of home-baked goodies any time the mood strikes."

"Gâteaux cakes are crafted to French pâtisserie standards, using premium ingredients such as Pacific Northwest-sourced dairy, cage-free eggs, and regeneratively-farmed flours. Gâteaux cakes redefine convenience in the frozen dessert category. By providing ready-to-bake cake batter in a paper, oven-ready pan, consumers are able to bake a premium quality cake straight from the freezer without thawing and with minimal clean up.

The line includes four flavors:

- **Almond Cake with Raspberries and Toasted Almonds** - Rich and dense with a hearty texture and an elegant presentation. Made with three different flours and loaded with raspberries, this customer favorite even charms cake skeptics. Sugared almond garnish packet adds pâtisserie flair. Petits: 5-inch Round (8.6 ozs), serves 2-3, MSRP \$12.99





- **Chocolate Cake with Cream Cheese-Vanilla Bean Icing** - Tender, light, and exceptionally moist with a deep chocolate flavor from the one and only Valrhona cocoa. Includes a creamy glaze icing for a striking presentation and a balanced bite. Petits: 5-inch Round (10.2 ozs), serves 2-3, MSRP \$12.99
- **Sour Cream Coffee Cake with Cinnamon-pecan Streusel** - Lots of sour cream gives this cake an extra satisfying, moist crumb. The bold cinnamon streak through the middle and a crispy cinnamon-pecan streusel on top make it a classic crowd-pleaser. Petits: 6-inch Loaf (13.3 ozs), serves 4-5, MSRP \$13.99
- **Lemon Buttermilk Pound Cake with Lemon Icing** - Moist and dense with a fine crumb, this cake's tangy brightness makes it a win any time of the year and welcome at any table. Comes with a lemon glaze packet for garnish and extra zing. Petits: 6-inch Loaf (13.3 ozs), serves 4-5, MSRP \$13.99



The petit-sized cakes are perfect for intimate gatherings, afternoon treats, or "just-because" moments. Gâteaux also offers occasion-sized cakes designed to be the feature of any weekend morning, dinner-party dessert, or office break room.

Gâteaux cakes are currently distributed regionally in the Pacific Northwest at specialty grocers such as New Seasons, Market of Choice, Market of Choice, and Metropolitan Market.

Gâteaux cakes will be available for sampling at the Oregon State Food Innovation Center's Incubator Village, Booth #IV2 at the Winter Fancy Food Show, January 21-24, 2024 in Las Vegas.

About Gâteaux

Gâteaux is a premium, frozen, clean-label, ready-to-bake concept created by French-trained pastry chef Lindsay Gott. More about the company at www.gateaux.co and on social media: @gateaux_frozenforfoodies.

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