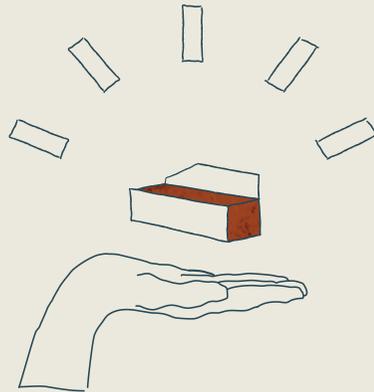


CAKE CARE

A simple guide with useful tips to help you get the most from your cakes. Please contact us if you would like some more in depth details on shelf life, display and storage.

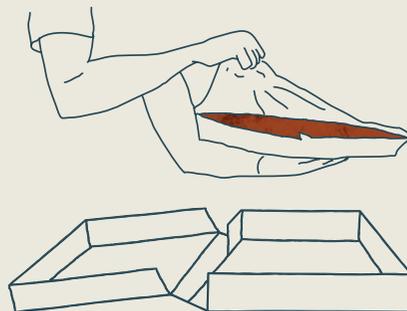
STORING

- Keep cake box the right way up.
- Put the box in the fridge or freezer until you're ready to use it.
- Cakes will keep for a minimum of 5 days in the fridge or 3 days ambient display.
- With good care most cakes will last much longer than this.



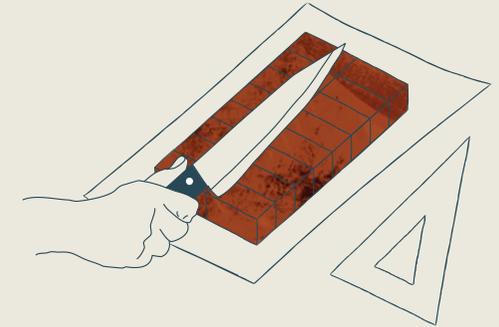
PREPARING

- Remove from the freezer and defrost at room temperature.
- Open the box by tearing along the underside of the label.
- Lift the cake out using the food bag and support the base of the cake with your other hand.
- Place the cake on a chopping board and carefully slide off the food bag.
- Another option is to cut cake frozen, only taking out the slices you need. Individual slices defrost super quick.



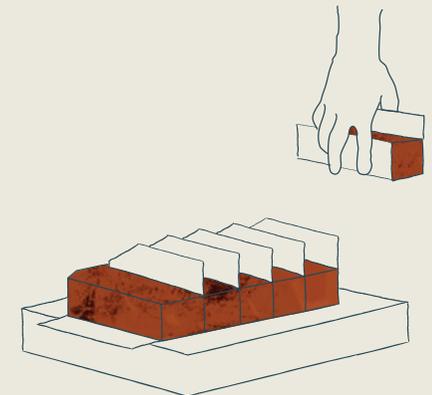
CUTTING

- Cakes are best cut chilled and most cakes can be cut frozen for a super neat slice.
- Use a big sharp knife and cut along the markings at a right angle.
- It helps to stand square to the cake. Don't cut in a lazy fashion. Odd sizes aren't cool.
- Make sure you wipe your knife between cuts.
- Please take care to avoid cross contamination of allergens.
- Always use a clean knife for cutting different cakes and separate serving utensils.



DISPLAYING

- Display cakes at room temperature and not in a fridge, no one likes a cold cake.
- Lonely cakes look a little sad, so make sure your display is well stocked. You can always top up using pre cut slices.
- If you use our greaseproof display papers, skin up around each slice and line up neatly on a board.
- Point of Sale display cards are also available on request.
- Always be on crumb patrol, a paint brush is useful for this most dangerous of jobs.
- Avoid displaying cakes wrapped in cling film or direct sunlight.



AT THE END OF THE DAY

- Store cakes in an airtight container or back in the cake box and refrigerate overnight.
- The next day, get the cakes out with enough time for them to reach room temperature before they're scoffed.

