

A simple guide with useful tips to help you look after your cakes.

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STORING

- ✔ Keep the box the right way up.
- ✔ Put your cake in the box in the fridge or freezer until you're ready to use.
- ✔ Cakes will keep for a minimum of 5 days in the fridge and 3 days at 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 using your other hand.
- ✔ Place the cake on a chopping board and carefully slide off the food bag.
- ✔ Another option is to cut the cake frozen, only taking out the slices you need. Individual slices defrost super quick.



CUTTING

- ✔ Cakes are best cut chilled and some 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.



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 have our greaseproof display papers, skin up around each slice and line up neatly on a board.
- ✔ Always be on crumb patrol. A paintbrush is useful for this most dangerous of jobs.
- ✔ Avoid displaying cakes wrapped in clingfilm or direct sunlight.



AT THE END OF THE DAY

- ✔ Store in an air tight container or back in the cake box and keep in the fridge overnight.
 - ✔ The next day, get the cakes out giving them enough time to reach room temperature before they're scoffed.
- Thanks for reading, now your cakes won't be as dry as this info sheet.