



ANCHOR WITH CAKE

WHY CAKE

Cake is the anchor of the in-store bakery. It's our anchor, too.

There are many reasons cake takes center stage in in-store bakeries. The theatrics of icing and decorating creates credibility of freshness. And because it is often shared, a great cake can quickly increase the reputation of both your bakery and your retail brand. The financials make sense, too. Cake can be the most profitable item in the bakery and inspires add-on sales, such as milk, coffee and plates. Create a great cake program and watch all tides rise.

At Maplehurst, we have recently invested millions in cake capabilities, talent and research to help you bring cakes to life in your bakeries. If your cake program is listless, or if you are curious about how your current program can be improved to increase both your profits and your reputation, please request an audit with our team of cake experts.



CAKE CAPABILITIES

Unfinished

Stay up-to-date with trends using our unfinished cakes and cupcakes. The Maplehurst unfinished sheet cake, round layers and cupcakes (mini, regular, and jumbo) are available in a variety of flavors — helping you build everything from wedding cakes to decadent, individual-sized desserts. Plus, our experienced cake decorators can help provide innovative celebration and every day decorating ideas, as well as instruction manuals.

Fully Finished

Our fully finished, high-quality sheet cakes, cupcakes (mini and regular), squares, and rounds are not only essential to holiday and celebratory occasions, but for life's everyday moments. Ensure your in-store bakery builds shopper loyalty by always offering consistent and unique products. Keep displays full and appealing with zero skilled labor by simply thawing and selling!

Base Iced

Our round and sheet base iced cakes are the perfect solution to broaden your product mix without investing in additional SKUs or equipment. You can develop your own proprietary formulation and differentiate your offerings with custom decorating. With the Maplehurst base iced cakes, you can increase a skilled decorator's output by 2-3 times.



CAKE PRODUCTS

Uniced Sheet Cakes

Our deliciously moist uniced sheet cakes are the perfect building block for special occasion sales. Easily customizable; Flavors include yellow, white, chocolate, marble, and our newest flavor, strawberry.

Uniced Cake Layers

Available in a variety of flavors and sizes including chocolate, white, yellow, carrot, pumpkin, German chocolate, Italian crème and red velvet.

Cupcakes

Fully finished cupcakes are available in regular and mini-sized cupcakes; Flavors include traditional vanilla, chocolate, marble, pumpkin, red velvet, lemon, and orange crème. Uniced cupcakes are available in regular and jumbo-size to build creative desserts for groups and individuals.

Breakfast Cakes

Portable and perfect for anytime snacking, our thaw and sell mini coffee cakes, pound cakes, Bundt cakes and loaf cakes are easy and satisfying breakfast solutions.

Brownies

Uniced ½ sheet brownies are the perfect size for creating a range of custom, decadent desserts such as brownie slices, brownie sundaes or two count brownies.

Tarts and Flan

Tarts, a buttery and flaky sweet dough pastry filled with many different flavor options, will be a huge hit with snacking consumers and are offered in a variety of sizes; Our flan is a rich and creamy open pastry coated with a sweet, sugary syrup.

Cake and Swiss Rolls

Available in regular (cake rolls) and mini (Swiss rolls); 0 grams trans-fat per serving; Flavors include chocolate, strawberry and pumpkin.

Filled Cake Squares

Delicious and easy to execute, cake squares are available in white, chocolate, and yellow cake; Decorated with ripple-pattern buttercrème icing in white or chocolate.



MAPLEHURST[®]
THE BAKERY SPECIALISTS

a Weston Foods Company

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