



the handmade
cake
company

product guide
autumn/winter 2004/5

NEW



Guarantees
a **better deal**
for Third World
Producers

Hazelnut + Redcurrant Fairtrade Brownie

who are we?

We're the Handmade Cake Company, an independent baker of cakes founded 21 years ago by Anne and Andrew Perry.

We owe our existence to the determination of Anne and Andrew to find great-tasting cakes for their coffee shops. When they couldn't find cakes that they were happy to sell, they asked an old friend and excellent cook, Diana Maher, to bake some cakes for them.

The cakes tasted so good that, almost by accident, a new business was born.

Diana and a number of her friends started baking cakes not only for the Perrys, but for an ever-lengthening list of other local customers. Their front room became an office, the garage turned into a freezer store and the family car was exchanged for a delivery van. The new venture blossomed.

Today many of Diana's original recipes are still used for some of our best-loved cakes. We have a thriving bakery in Berkshire, which has higher level EFSIS accreditation and a team of bakers and finishers who take huge pride in what they do. Our cakes are distributed to a large and growing number of businesses throughout both mainland Britain and Northern Ireland.

Last year, The Handmade Cake Company passed to a new generation, including myself and Mike and Simon. We all share a passion for real food and are committed to making many, many more great cakes in a traditional, hand-made way.

We'd love to hear from you.

Parry Hughes-Morgan
Michael Wheeler
Simon Law



Hazelnut and Redcurrant Fairtrade Brownie



Fruit Loaf



Toffee Cake



Cheese Scones

what's new!



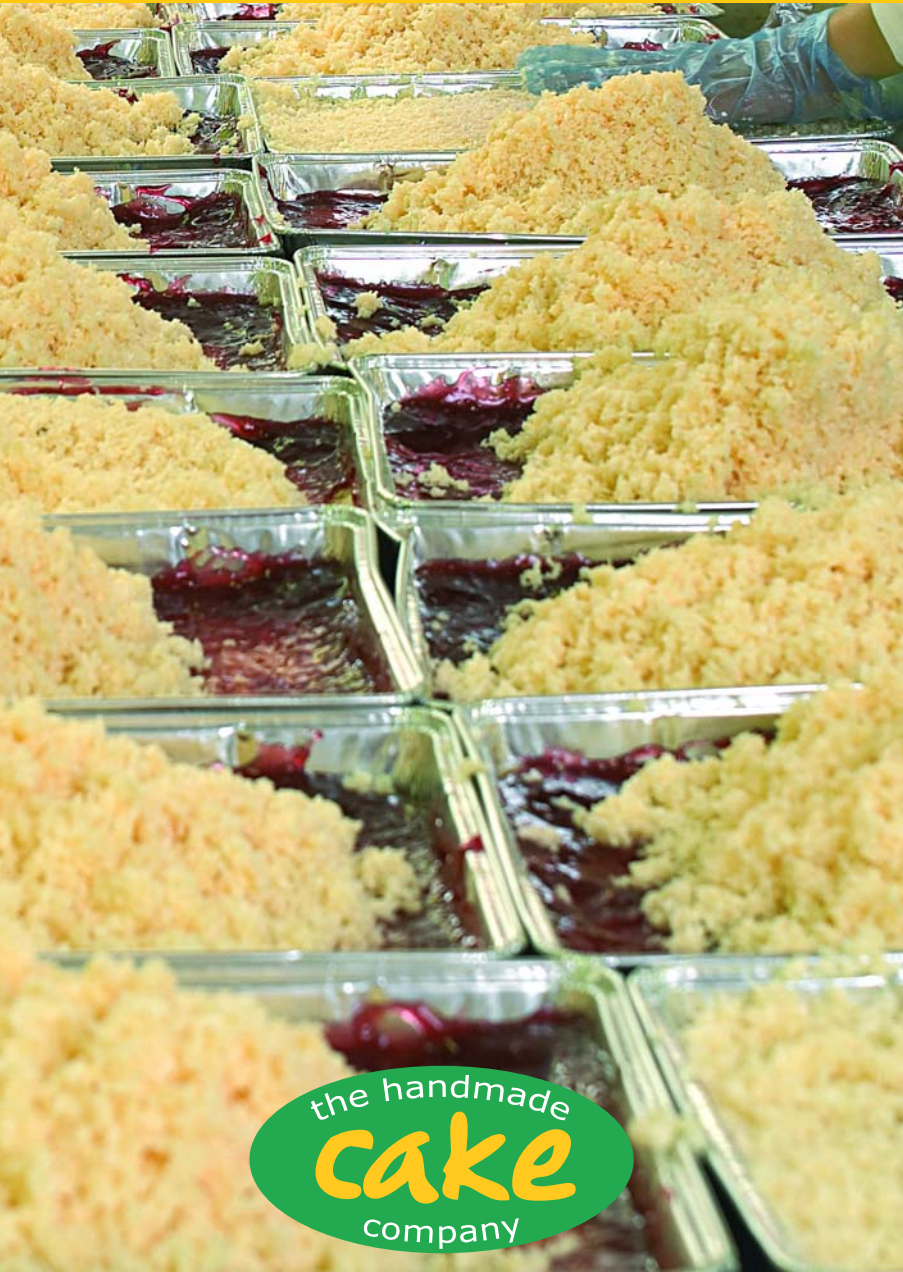
Melissa,
head of NEW CAKES

We've developed 4 new cakes for the autumn and it's worth mentioning in particular our new hazelnut and redcurrant Fairtrade brownie which is made with Fairtrade chocolate and sugar. We think it tastes delicious and the fact that we know the producers get a fair deal is an added bonus. If you like it also, we'll do more work with Fairtrade.

We're not too shy to add that in our second year at the Great Taste Awards (our "Oscars"), 7 of our cakes were honoured, 3 with gold awards. One of our newcomers, the fruit loaf, got a gold while the cheese scones got a bronze. In our 2 years at the awards, 11 of our cakes have been selected by the judges.

You can see all our cakes on our website – www.handmadecake.co.uk

why are our cakes so good...?



making raspberry + coconut slices

... because we make them by hand and we always will.

We use the same ingredients that you would use in your own kitchen. Our cakes come from trusted household recipes and the ingredients combine naturally to make delicious cakes so there's no need for preservatives or additives. And we refuse to use anything that has had its genes tampered with.

The ingredients are mixed together, weighed into individual cake tins and baked in small batches under the watchful eye of Steve, our Head Baker.

The cakes are then passed on to a team of highly skilled cake finishers. They turn the cakes out onto cooling racks and ice and decorate each one by hand.

Each cake is then frozen to preserve its quality.

*Every cake that we make is crafted by a skilled baker and finisher. We have learnt that this is the only way that our cakes will look and taste homemade. That's why we are called **The Handmade Cake Company** and that's why we're proud to present our cakes to you.*



scones on their way to the oven



covering maple and pecan in chocolate



the team

traybakes



the handmade
cake
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cherry and almond slice

All Butter Flapjack (available cut)

An updated version of the classic flapjack – a winning combination of butter, oats and golden syrup with a contemporary twist.

Apple Shortcake (available cut & un-cut)

Two layers of real butter shortcake (takes some practice to make them properly), with a thick Bramley apple filling, sprinkled with castor sugar.

Apricot & Almond Bakewell (available cut)

A shortcake base, covered in apricot jam & topped with a light almond sponge, finished with flaked almonds.

Boston Brownie (available cut & un-cut)

The ultimate fudge brownie - topped with chocolate chips. Needs precisely the right amount of time in the oven to get the right consistency.

IMPROVED Caramel Shortcake (available cut)

Also known as millionaire's shortbread. The caramel is made in the bakery to our own sticky recipe and then sandwiched between a rich shortcake base and a milk chocolate coating.

Cherry & Almond Slice (available cut)

The most delicate and light of almond sponges incorporating cherries and raisins, resting on a shortcake base.

Chocolate Chip Shortbread (available cut)

A classic butter shortbread mixed with a generous helping of chocolate chips & finished with a chocolate lattice.

Chocolate Fruit & Nut Slice (available cut)

The chocoholics favourite - old fashioned chocolate refrigerator cake with biscuit fragments, walnuts and sultanas in a gooey chocolate fudge base, smothered by a thick melted chocolate coating.



traybakes



the handmade
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maple and pecan slice

Classic Butter Shortbread (available cut)

A deep, classic butter shortbread made to such a traditional recipe that we even "export" it to Scotland!

Fruit & Nut Flapjack (available un-cut)

A fantastic flapjack crammed with fruit & nuts.
Cut into rectangles.

NEW Ginger Slab Cake (available cut)

A sticky ginger slab cake made with golden syrup and cinnamon.
An old-fashioned classic for those who want their ginger in a no-nonsense cake.



NEW Hazelnut & Redcurrant

Fairtrade Brownie (available cut)

A grown-up brownie made with 68% cocoa solids Fairtrade chocolate, Fairtrade sugar, lots of roasted hazelnuts and redcurrants to balance the richness of the chocolate. Cut into 15 rectangles rather than our usual 12 because we've really pushed the boat out with this one!



Lemon Drizzle Slice (available cut)

A deliciously moist lemon sponge, infused with a sticky lemon syrup.
Cut into rectangles.

IMPROVED Maple & Pecan Slice (available cut)

Crushed biscuits, rolled oats and prairie pecan nuts wrapped in maple flavoured syrup and melted caramel, smothered with a dark chocolate coating. Not for the weight watchers.

Raspberry & Coconut Slice (available cut & un-cut)

Lashings of raspberry jam on a shortcake base with our unique toasted coconut topping. Needs careful handling, as the jam can make it stick to the sides of the tray.

Rich Chocolate Brownie (available cut)

A deep, dark, rich cocoa sponge smothered by a thick layer of melted chocolate topping.

round cakes



the handmade
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Buttercream and Jam Sponge

(available medium un-cut & large cut and un-cut)

Our number one seller. Our unique Victoria sponge with loads of buttercream and raspberry jam.



Cappuccino Cake

(available large cut & un-cut)

A delicate coffee sponge laced with coffee liqueur, topped and filled with rich coffee liqueur icing. Finished with a shake of dark cocoa powder. Takes us ages to make.



Carrot Cake

(available large cut & un-cut)

Our best-selling carrot cake topped with delicious cream cheese and lemon icing. We grate 1/2 lb of fresh carrots into every large cake.

Chocolate Cake

(available medium un-cut & large cut and un-cut)

The judges liked our softer sponge but it's the overall chocolateyness that makes this cake unbeatable. The cake is topped and filled with Di's original chocolate fudge icing.

Chocolate Orange Marble Cake

(available large cut)

Classic blend of chocolate & orange cakes marbled together, filled & topped with a rich chocolate & orange fudge icing.

Coffee & Walnut Cake

(available large cut & un-cut)

A soft coffee sponge topped and filled with coffee fudge icing and finished with pieces of walnut.

Ginger & Lemon Cake

(available large cut)

Bakes beautifully into a traditional dark & spicy ginger sponge with pieces of chopped Cantonese ginger. Sandwiched with a soft lemon icing.

Harvest Cake

(available large cut & un-cut)

Our Farmhouse Cake has a new name but it's still exactly the same spicy, moist sponge mixed with sultanas and walnuts. And it's still finished with an apricot glaze and sliced almonds.

Lemon Sponge

(available large cut & un-cut)

Our Victoria sponge bursting with lemon zest, filled with lemon buttercream and tangy lemon curd.

round cakes



St Clements Cake



Orange & Cranberry Cake (available large cut)

Only one year old and already a bestseller – a delicious rival to our more classic cakes. A rich moist sponge full of cranberries with a hint of orange and finished with an apricot glaze.

Rich Fruit Cake (available medium un-cut)

A traditional luxury fruit cake - stuffed with fruit & cherries.

St Clements Cake (available large cut & un-cut)

Our soft orange zest sponge gets its flavour from juicy fresh oranges. Topped and filled with a rich lemon icing, decorated with semi-candied orange peel.

NEW Toffee Cake (available large cut)

A cake for lovers of sticky toffee pudding. A toffee sponge with dates, filled with a soft icing and finished with a caramel sauce and real pieces of crushed toffee.



White Chocolate Truffle Cake (available large cut)

Our first adventure with white chocolate. A light sponge, topped and filled with an indulgent white chocolate ganache and finished with dark chocolate and white chocolate curls.

loaf cakes & scones



Fruit Loaf



Banana Loaf (available un-cut boxed in 2s)

A rich banana loaf made with fresh banana packed with sultanas & topped with crunchy walnuts & demerara sugar. You told us that it needs careful cutting but the taste makes it all worthwhile.



NEW Fruit Loaf (available un-cut boxed in 2s)

We've baked a fruit loaf that's moist and fruity but much lighter than a traditional fruitcake. It tastes outstanding and it cuts like a dream. It won gold before we'd even put it in the brochure.

Scones (available plain or with sultanas, delivered loose in boxes of 18)

Large, individual, all butter scones, made as you would at home.



NEW Cheese Scones (delivered loose in boxes of 18)

A no compromise savoury scone made with a mixture of mature cheddar, red leicester and parmesan cheese with a touch of worcester sauce and cayenne pepper. Easily good enough to eat on its own.

Christmas Products



Apple & Mincemeat Shortcake

(available cut only)

A delicious Bramley apple & mincemeat filling sandwiched between two layers of butter shortcake.



Orange & Cranberry Cake

(available cut only)

A rich moist sponge packed with cranberries, finished with a hint of orange & topped with an apricot glaze. A fantastic alternative to Christmas Cake.



Christmas Cake

(available un-cut only)

A rich brandied fruit cake made to an age old family recipe.

about our cakes ...

...all our cakes are delivered frozen.

Defrost them overnight for the following morning.

Our large round cakes are 10" in diameter and, when delivered cut, serve 14.

Our traybakes are cut into 12 generous portions, except the hazelnut and redcurrant Fairtrade brownie (15s).

how else can we help?

We produce a free guide to looking after your cakes - "loving your cakes". Call us and we'll send you one.

We can advise on display solutions, cake stands, domes, etc.

We have a range of branded point of sale materials.

To find out how to buy our cakes or ask advice call:

01628 779057



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PS tasting is believing - give us a call to find out how.