

TAKING CARE OF YOUR FINEST CAKES & BAKES

Our handmade cakes and bakes leave our kitchens at the peak of perfection, and we'll make sure they arrive that way.

Here are our top tips for getting them from our kitchen to your tables, stress-free and as fresh as the day they were baked.

1 TAKE THEM IN

Freeze! When your Finest cakes are delivered, place them in the freezer immediately, unless you want to use them within the day.

Packaging that stands up. We've taken care to design robust packaging that stays strong in the damp conditions of a freezer, so you can stack your cakes and bakes as high as you like.

It's all in the details. How you organise your freezer is up to you, but we've labelled our packaging on both the sides and lid so that it's easy to read when stacked, and from above. Allergens and Best Before dates are also clearly visible at a glance. All you have to do is open the door.

2 TAKE THEM OUT

Every day is different. Delivering our cakes and bakes frozen, whole or ready-sliced, means you only need to defrost what you think you'll need to display on the day.

Allow around an hour to defrost individual portions, simply removed the packaging and leave to stand at room temperature. For whole round cakes, allow 2 to 4 hours.

3 SHOW THEM OFF

However you choose to display them, our cakes and bakes are all showstoppers.

Run a sharp knife down the already pre-cut slices of traybakes and traycakes, remember to unfold the packaging and slide a pallet knife underneath to ensure the slices are free from the tray.

When it comes to displaying your cakes and bakes, room temperature's best, ideally under a cake dome or display cabinet, to keep them fresh and moist and to ensure a 3 to 4-day shelf-life. But based on our experience, we don't think they'll hang around that long...

For optimum results, make sure you don't display your cakes and bakes in the sun.

4 TOP THEM UP

Had a busy day? You can top-up your display as you go through the day – a slice of traybake or traycake takes around an hour to defrost, so it's easy to keep an eye on things and avoid disappointing your customers.

5 KEEP THEM FRESH

GOT SOME LEFT OVER?

In the unlikely event of leftovers, we recommend covering and storing your defrosted cakes and bakes in a cool, dry place overnight, to keep them fresh and ensure optimal shelf life.