



## About: Handmade Cake Company

Founded over 30 years ago in the kitchen of Diana Maher. She was an exceptional cook, who Anne and Andrew Perry turned to, when they could not find cakes that they were happy to sell in their coffee shops. Today, over 30 years on, many of Diana's original recipes are still used for some of their best-loved cakes. The business is now a thriving bakery in Berkshire, which has A grade BRC accreditation and a team of bakers and finishers who take huge pride in what they do. With an increased focus on NPD, the number of cakes they make keep on growing, but the batch size stays nice and small. In 2014 they joined forces with Mademoiselle Desserts, to broaden their range and to help them to grow internationally.

## Location: Maidenhead, UK



[www.handmadecake.co.uk](http://www.handmadecake.co.uk)



## Products:



**Round Cakes & Loaf Cakes:** an extensive range of classic round and loaf cakes, like Carrot Cake, Victoria Sponge, Chocolate Cake, Red Velvet Cake, Banana & Pecan Cake



**Traybakes:** Caramel Shortcake, Brownies, Tiramisu Slice, Rocky Road, Honeycomb Tiffin, Granola Slice, Lemon Drizzle Slice, etc.

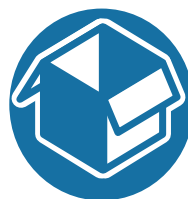


**Gluten-free products:** a growing and increasingly innovative range of Round Cakes, Loaf Cakes, Traybakes & Cakes-to-Go



**Scones, Mini Cakes & Cakes-to-Go:** Sultana & Gluten-free Scones, Cup Cakes & New Artisan Mini Cakes, individually wrapped cake and traybake slices, baked with identical recipes as the large versions (both standard and GF recipes)

## Certificates:



## Private Label: yes



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