

Eric's Top Tips

for your effective displays

Cakes is your thing!

Having a wide range of cakes sells more and beautiful display will tempt in customers.

Show it off!

Show off your cakes insides, so customers can see the delicious fillings...

Keep it clean...

Remove excess crumbs to keep it looking neat and tidy.

Cutting your cakes.

Cut them when they are firmly chilled or lightly frozen. For a nice, clean cut use a sharp chef's knife, dipped in a jug of hot water between slices.

Downsize!

Get some smaller oblong plates for displaying the last few cakes slices.

Plate the first & last slice of cake.

Always plate up the first and last piece. Customers shy away from being the first to try a cake, and worry that the last piece may be getting stale.

Last, but not least...

Customers don't just buy a cake, they buy an experience. Will their Victoria Sponge be like mum used to make? Will their Chocolate Fudge Cake deliver that sumptuous feeling of indulgence?

Keep them Fresh

Chilled cakes can get hard and dry, and cakes that are kept under counter spotlights or in front of a sunny window can melt. Serve our cakes at room temperature, and return them to the fridge (in their box or an airtight container) overnight.

Use your cakes to make desserts:

Hot chocolate fudge cake or brownies with ice cream.

Cheesecake topped with fresh fruit or fruit coulis

Red velvet or brownies are great in sundaes.

