

Layer Cake Bases: CLEAN LABEL

Taste worth  
celebrating!





## Simplicity at its Best

A growing trend identified by consumers is Clean Label.

- Since 2007, there have been 43,662 product launches with no additives/preservatives and 25,046 product launches with natural claims.<sup>1</sup>
- There is a 10% growth in sales for products with natural claims from May 2010 to May 2011.<sup>2</sup>

### What is Clean Label?

Clean label is a simplified product with a short list of recognizable ingredients.

Our layer cake bases will meet your customers' desire for "cleaner" products. They contain recognizable ingredients as well as no artificial preservatives, sweeteners, flavours or colours.\*

\*15652 Robin Hood® Red Velvet Layer Cake Base contains artificial red colour.

Source: 1. Innova Market Insights Dec 2010 2. Packaged Facts Natural & Organic Foods & Beverages in U.S. July 2011

## ATTRIBUTES

### Performance

Traditional open grain  
Consistent results

### Simplicity

Clean Label with  
recognizable ingredients

### Easy Preparation

Add eggs and water

## BEST USED FOR

Tortes · Layer cake slabs and rounds · Cup cakes · All occasion cakes

CODE	DESCRIPTION	PACK
15632	ROBIN HOOD® SENSIBLE CHOICE™ Vanilla Layer Cake Base	20 kg
15633	ROBIN HOOD® SENSIBLE CHOICE™ Chocolate Layer Cake Base	20 kg
15634	ROBIN HOOD® SENSIBLE CHOICE™ Dark Chocolate Layer Cake Base	20 kg
15652	ROBIN HOOD® SENSIBLE CHOICE™ Red Velvet Layer Cake Base	10 kg

Try our new Clean Label layer cake bases. Our sales and technical team will work with you to understand your capabilities and needs to ensure they are met.

**Call to set up a trial today!**

For more information call our sales hotline number  
1-888-295-9470 or visit [www.ArdentMills.ca](http://www.ArdentMills.ca)

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