



# Erlenbacher

Passion & Cakes since 1973

## crazy cheesecake club

**RIGHT ON TREND WITH  
THE NEW CHEESECAKE GENERATION!**



# BETWEEN PURE MADNESS AND ABSOLUTE HAPPINESS:

## THE ERLENBACHER crazy cheesecake club

Cheesecake is on everyone's lips!  
Everyone adores it, loves it, wants it.

It comes in all kinds of looks,  
colours and shapes – and there's  
something for every taste!

Because cheesecake is simply  
wonderfully versatile.

For the most edible, incredible, love-  
liest, freshest, tastiest, craziest and best  
of them, there is now the Erlenbacher  
Crazy Cheesecake Club. Only here will  
you find the cheesecakes  
you never even dreamt of! Well then:  
Go for it, head over heels!





# CRAZY FOR CHEESECAKE!

Studies show that the potential of cheesecake is a long way from being fully exploited. People just can't get enough!



## Crazy Fact No 1

Cheesecake is one of the most popular cakes of all – even ahead of chocolate and fruit cake ...\*

## Crazy Fact No 2

People love cheesecakes in all forms: with fruit, chocolate, vanilla, caramel or, or, or...\*

\*Source: Mintel Insights 2020

# ALL INSANELY CREAMY!

Simply insanely delicious! Let us introduce... The four new members of the Erlenbacher Crazy Cheesecake Club. Now we offer fourteen cheesecakes that you have definitely not seen, leave alone eaten before!

**By the way:** In all of the Crazy Cheesecake Club's cheesecakes, fresh dairy products, silky-smooth stirred creme cheese of cream quality and the finest cream ensure ultimate creaminess. Makes you go crazy!

## NOW IT REALLY GETS CRAZY: NOT ALL CHEESECAKES ARE THE SAME.

You've probably already noticed: The Erlenbacher Crazy Cheesecake Club offers three different types of cheesecakes: Supreme, Cream and American Style. All three are insanely good – but fundamentally different.

### **Supreme**

with cream cheese of double-cream quality, cream and mascarpone for a uniquely silky texture

### **Cream**

with cream cheese of cream quality and cream for a creamy, smooth texture

### **American Style**

with cream cheese of double-cream quality for a soft, slightly firmer texture



# HELLO COLOURFUL!

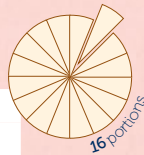
LIMITED EDITION



## CHEESECAKE HAPPY COLOUR – LIMITED EDITION!

A wow has never had more beautiful colours! A light crumb base is the bed for two creamy layers of cheesecake. Strawberry Cheesecake with fruit pieces and scattered muffin cubes meets colourful sugar confetti and light-coloured muffin cubes. On top, white chocolate threads and lots more colourful confetti!

Netweight	Cake size	Portions	Cakes/box
1.800 gr	ø 24 cm	16	4



**Defrosting instructions:** At room temperature (21–22 °C) whole cake for about 6 hours.

### Crazy Tip:

Serve a milkshake with colourful decorations, chocolate sauce and whipped cream, and as a dessert: a crazy cheesecake from Erlenbacher!

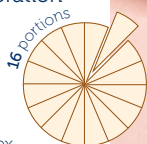


## TWO IS TWICE AS GOOD:

### CHEESECAKE TOPPED APPLE

Art.-NR.: 8110518

We have simply added up two of the most popular cakes: Cheesecake + Applecake = Cheesecake Topped Apple! And lo and behold: The calculation works. A crunchy crumb base with a creamy, cinnamon enhanced cheesecake filling is paired with a light cheesecake. And the crowning glory: crisp, freshly peeled apple slices, cinnamon-sugar decoration and fruity icing.



Netweight	Cake size	Portions	Cakes/box
1.800 gr	ø 24 cm	16	4

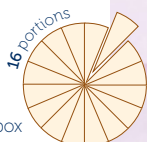
**Defrosting instructions:** At room temperature (21–22 °C) whole cake for about 6 hours.

## OPPOSITES ATTRACT EACH OTHER!

### CHEESECAKE SALTED CARAMEL

Art.-NR.: 8110516

Sweet or salty was yesterday! At the Crazy Cheesecake Club there are no ifs and buts, only pure, crazy enjoyment! Bringing together what belongs together! A crunchy dark cocoa crumb base, a light and a caramel cheesecake layer – and a salted caramel sauce and crunchy dark chocolate chunks on top. You can't say no to that, can you?



Netweight	Cake size	Portions	Cakes/box
1.750 gr	ø 24 cm	16	4

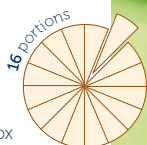
**Defrosting instructions:** At room temperature (21–22 °C) whole cake for about 7 hours.

## CRAZY MIXTURE:

### CARROT CAKE MEETS CHEESECREAM

Art.-NR.: 8110520

America tastes great again! We combine two American classics and fill a nutty, juicy carrot cake with creamy cheesecake and put both in the baking oven. We round it all off with a bonnet of silky cream cheese frosting and caramelised walnuts. Can you think of anything else? Absolutely: the yellow fondant threads for crazy accents! USA! USA!



Netweight	Cake size	Portions	Cakes/box
1.250 gr	ø 24 cm	16	4

**Defrosting instructions:** At room temperature (21–22 °C) whole cake for about 5 hours.

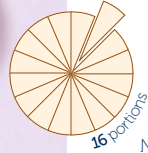


## FOR CRUMBLING IN:

### COOKIES & CREAM CHEESECAKE SUPREME

Art.-NR.: 8110435

Beware: Anyone who has a weakness for delicious cookies is likely to fall for this masterpiece. Just the thought of this particularly creamy cheesecake on a dark biscuit crumb base can drive you into a frenzy of indulgence. A sinfully delicious combination that simply makes everyone and everything go weak.



Netweight	Cake size	Portions	Cakes/box
1.700 gr	ø 24 cm	16	4

**Defrosting instructions:** At room temperature (21–22 °C) whole cake for about 6 hours.

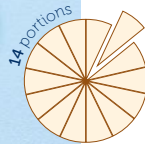


## BLUE MADNESS:

### BLUEBERRY CHEESECAKE SUPREME

Art.-NR.: 8108523

Our cheesecake with the crazy heart of juicy blueberries and fruity blueberry fruit compote will make your taste buds go crazy! Swirled into a particularly creamy mascarpone cheese mixture and with a slightly salty crumb base, it is made for indulging in a uniquely creamy-crazy experience.



Netweight	Cake size	Portions	Cakes/box
1.900 gr	ø 24 cm	14	4

**Defrosting instructions:** At room temperature (21–22 °C) whole cake for about 8 hours.



## CARAMEL EMERGENCY?

### CARAMEL BROWNIE CHEESECAKE SUPREME

Art.-NR.: 8108519

You're faced with a sudden caramel emergency? Then bring on our Caramel Brownie Cheesecake Supreme: A slightly salty crumb base, delicious caramel cream, juicy brownie cubes and crunchy walnuts! Oh yes, and then we place everything on a mascarpone cheese mixture infused with chocolate drops and finish off the cake with dark squiggles. That's how crazy we are!



Netweight	Cake size	Portions	Cakes/box
1.950 gr	ø 24 cm	14	4

**Defrosting instructions:** At room temperature (21–22 °C) whole cake for about 8 hours.



## TURN YOUR CUSTOMERS INTO CHEESECAKE FANS TOO!

How about club cards and discounts for regular customers?  
 What about trading cards or regular Crazy Cheesecake Club events?  
 Think crazy, because no idea is crazy enough!

### All cheesecakes at a glance:

Item no.	Item description	Net weight	Cake size	Portions	Cakes per box	Boxes per pallet/layer	EAN box
8110514	Cheesecake Happy Colour	1.800 gr	113 gr	16	4	72/6	4004311505144
8110518	Cheesecake Topped Apple	1.800 gr	113 gr	16	4	72/6	4004311505182
8110516	Cheesecake Salted Caramel	1.750 gr	109 gr	16	4	72/6	4004311505168
8110520	Carrot Cake meets CheeseCream	1.250 gr	78 gr	16	4	72/6	4004311505205
8110435	Cookies & Cream Cheesecake Supreme	1.700 gr	121 gr	16	4	72/6	4004311504352
8108523	Blueberry Cheesecake Supreme	1.900 gr	136 gr	14	4	72/6	4004311085233
8108519	Caramel Brownie Cheesecake Supreme	1.950 gr	139 gr	14	4	72/6	4004311085196

### Crazy for even more cheesecakes?

Come and explore the complete Erlenbacher range and knowhow.  
 Simply scan and be amazed:

