

# THE STORY OF STRAWBERRIES

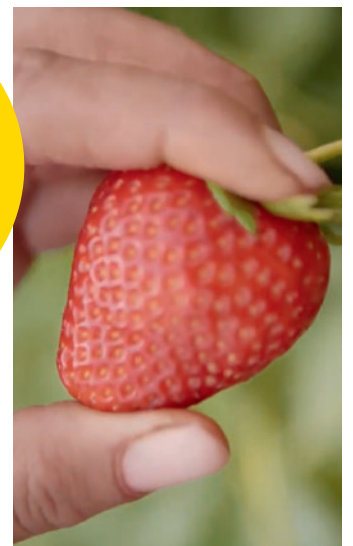
## EVERY BERRY TELLS A STORY



Every single piece of fruit that goes into our cakes and gateaux has a unique tale to tell. We manufacture over 2,600 pallets of strawberry products every year, using up to 1,000 tonnes of strawberries in the process.

Here at Erlenbacher, just one of the ways we are able to guarantee the highest standards of quality is by being selective in our choice of fruits at every stage of the production process.

**THE  
JOURNEY FROM  
FIELD TO FORK**



# THE SECRET TO OUR STAR-QUALITY STRAWBERRIES

From growing in the fields to garnishing our gateaux, this much-loved berry passes through a number of different production stations. These are the most important aspects that we look at along the way:

## Size and weight

Whether a recipe calls for whole, halved, diced or puréed strawberries, we tend to use smaller varieties of the fruit. Not only are these more fragrant, but they're also easier to distribute evenly inside the cake or on top. Ultimately, this helps us to strike the perfect balance between the berries and the other textures in our products. It's true poetry for the palate!

## Cut

95% of the strawberries we use are sliced and hulled by hand. Many other steps of the production process are still carried out manually, too – and this certainly comes through in the flavour.



## Colour

We select our strawberries in accordance with a fixed colour scale in order to give our products a particularly enticing look and an incredible taste. Your customers' mouths will be watering the second they set eyes on these vibrant fruits!

## Flavour

We use just a few key strawberry varieties for all our cream-based cakes and bakery products.

These have impressed us in many ways over the years – but it's their flavour that really sets them apart. Sometimes it's the simple things that matter most!

This is how we guarantee the exceptional flavours for which Erlenbacher is renowned – one sumptuous strawberry at a time.

