



PRODUCT HANDLING PROCEDURES

COOLER TEMP:
36°F to 38°F
(2°C to 3°C)

FREEZER TEMP:
0°F (-18°C)



Best to CUT when FROZEN.



Place larger slices of cake on their sides.



Keep PAPER on to preserve freshness.



THAWED:
3-5 day shelf life

FROZEN:
365 day shelf life
(from production date)

1 The proper **cooler temperature** for product storage is **36°F to 38°F** (2°C to 3°C). Our products are best stored in a **freezer** with a temperature setting of **0°F** (-18°C).

2 The easiest way to remove slices from a cake: **Loosen the slices while the cake is frozen.** Take a sharp knife and slice between the paper sheets on both sides of the piece. Slice between the sheets on the remaining pieces, wiggle the knife between the slices to pop them loose from the cardboard disc and replace the first slice.

This procedure will ensure that the thawed slices do not stick to the bottom disc when taking them out for serving. With cakes, it may also be necessary to run a sharp knife under the bottom of the frozen cake to loosen it from the cardboard base. Remove the number of slices you wish to defrost and sell from the cardboard base.

When using the whole cake for display, ensure the paper dividing the slices remains on the cutting edge to protect the cake from drying out. We also recommend that the cut section of the cake be directed to the back of your display cooler for a more attractive presentation.

3 To ensure freshness when the slices are stored and served individually, cover the slice of cake with plastic wrap. By gently inserting a toothpick into your slice before covering it with plastic wrap you can maintain the dessert's appearance. **We recommend that larger slices of cake be placed on their sides** so that the wrap does not damage the topping and to prevent the taller slices from falling over.

4 During slow sales periods we recommend you remove from the freezer to the cooler, only the number of slices that you feel will be sold that day. **Make sure the cut edge left exposed on the whole cake is covered with the paper used to separate the slices.** These papers are folded and can be easily cut with a sharp knife.

5 **Never display an open cake in a cooler next to fish, cheese, onions** or any other foods with a strong smell or flavour. If the cakes must be kept in the same cooler with this type of food then be sure to use a sealable plastic cake cover.

6 If cakes are brought to room temperature after being displayed on a dessert tray etc, they should be sold that day.

7 Our products have a **365-days-from-production-date shelf life when kept frozen** and shrink wrapped, and a **3-5 day shelf life when thawed and refrigerated.**

PLEASE NOTE: Some individual desserts should be served within 24 hours of thawing for optimum presentation. For a current list, please refer to:
wowfactordesserts.com/storage-handling-tips