

HOMEMADE + HANDMADE 2023

· *Fall + Winter Edition* ·

WOW
factor[®]
desserts



New!

Cherry
ALMOND CAKE



On the Cover

Our **New! Cherry Almond Cake** is bursting with tart cherries and a subtle hint of almond. Did you know that cherries are full of antioxidants and nutrients? They can not only help you run faster, but also sleep better! Featured on page 5.



WOW! FACTOR DESSERTS is a family-run, national, leading upscale frozen dessert supplier to restaurants, hotels, banquet halls, casinos, airlines, and cruise ships, and has been in business since 1982...

AND WE STILL MAKE ALL OF OUR CAKES BY HAND.

From our humble beginnings in a basement kitchen over 40 years ago to our two distribution centres today, we pride ourselves on using the highest quality ingredients in every cake we make.

WHAT MAKES US WOW!	1-4
Canadian: Our Sweet Story.....	2-3
Robin Hood Association.....	4
PREMIUM	5-20
Cakes + Tortes.....	5-11
Cheesecakes.....	12-19
Pies + Flans.....	20
GLUTEN-FREE + VEGAN	21-22
CATERING	23-33
Single Serve.....	23-27
Sheet Cakes.....	28-30
Loaves.....	31-32
BABY CAKES!	33-35
BABY CAKES! Retail Packaging.....	35
SEASONALS	36-40
MORE!	41-45
Sheet Cake Cut Guide.....	41
Marketing Options.....	42-43
Support You Can Count On.....	44
Product Handling Procedures.....	45
Office Locations.....	back of guide

TOP 10 BEST SELLERS QUICK REFERENCE

Colossal Carrot Cake.....	7
Cookies 'n Cream Cake.....	7
Pucker Up Lemon Cup! Cake.....	9
Red Velvet Cake.....	9
REESE'S Peanut Butter Blondie Cake.....	10
So Good Chocolate Cake.....	10
SKOR Cheesecake.....	17
Strawberry Champagne Cheesecake (Gluten-Free).....	17
Turtle Cheesecake (Gluten-Free).....	18
Apple Crisp Melt-Away Individual.....	25



CELEBRATE WITH US!

These desserts lend themselves perfectly for holidays, celebrations and special occasions.

PRESIDENT'S PICK! Still can't decide?!

Look for my icon throughout the guide to see which desserts are my all-time favourites for celebrations, hostess gifts, and more!

Debbie Gust, President, WOW! Factor Desserts



Our passionate and knowledgeable sales team is ready to assist you Canada-wide and Stateside!

While our head office / retail outlet / western distribution centre is located in **Edmonton, Alberta**, our bakery and original retail outlet is located in **Sherwood Park, Alberta**. Our eastern distribution centre is located in **Etobicoke, Ontario**. We do business with all major distributors across Canada, have our own in-house sales team, and export to the USA.



FOR MORE INFORMATION, PLEASE CONTACT:

Your Representative:

.....

.....

.....

— or —

1.800.604.CAKE (2253)
info@wowfactordesserts.com



DEBBIE GUST, President/Owner of WOW! Factor Desserts, with our SKOR Cheesecake (page 17).

CANADIAN Our Sweet Story

Our family-owned/operated company is based out of the same Alberta location where it began back in 1982. Formerly known as European Cheesecake Factory, WOW! Factor Desserts has grown to employ 100+ people. Homemade and handmade are still very much the core of who we are.



PROUDLY CERTIFIED. We care about what YOU serve to your customers. It is important to give you assurances of food hygiene, safety and reliability for your wide range of customers. WOW! remains committed to growing our Gluten-Free, Vegan, and now **Halal offerings!** Throughout our guide, you will find **12 Gluten-Free, 4 Vegan** desserts, and **52 Halal-certified** WOW! desserts!

* Trademark of Celiac Canada. Used under license.

CLEAN INGREDIENTS.

We are committed to producing products with the cleanest ingredients:



Real cream cheese, butter, dairy cream, Belgian chocolate, natural flavours, **cage-free eggs**, authentic Mascarpone cheese, etc.

SCRATCH-MADE. Our chocolate icing, chocolate ganache, custard (found in some of our cheesecakes), mousses, glazes, cream cheese icing, caramel and the condensed milk in the caramel are scratch-made!



- We use homemade eggnog in our **Buttered Rum Caramel Eggnog Cheesecake** (page 40)
- Our **Harvest Pumpkin Cheesecake** (page 40) uses real pumpkin purée.
- Our **Tiramisu Sheet Cake** (page 11) and **Tiramisu Cheesecake** (page 17) use home-made coffee syrup and French roast coffee.

CHOOSE SUSTAINABILITY & SUPPORT LOCAL.

We stand behind products that participate in sustainability programs worldwide and we support our local farmers by purchasing Canadian whenever possible:



- Kraft Philadelphia Cream Cheese
- Lactantia Butter, 100% Farm Fresh Canadian Dairy (Lactalis Canada)
- Callebaut Chocolate (finest Belgian chocolate, supports sustainable cocoa cultivation)
- Hershey
- Sugar produced in Canada (Lantic/Rogers)
- Robin Hood flour from Ardent Mills, partnering with farmers to help grow crops
- Frozen wild blueberries & apple filling are from Canadian farms

ENVIRONMENTALLY CONSCIOUS. We are constantly looking for ways to reduce our carbon footprint.



- Every box we use is made from **FSC (Forest Stewardship Council) Certified Paper**. That means that every box is made from 100% Recycled Content and is 100% Recyclable.
- Innovations to our shrink-wrap machine will save us 7.5 km worth of packaging annually.

COMMUNITY DRIVEN. Learn more on the next page...

**PROUD TO BE RECOGNIZED
AS AN ALBERTA VALUE-ADDED
MANUFACTURER!**



SUPPORTING OUR COMMUNITY

This is an area of utmost importance to us. Our goal is to lead by example and to inspire other businesses and individuals to increase involvement in their communities.

For 31 years, WOW! Factor Desserts has been proud to employ members of the **Robin Hood Association**—a local organization that provides assistance and job opportunities for people with disabilities. The cake boxes used in production are carefully folded and assembled by these members. This relationship has been ongoing since 1992 and is an important one that keeps WOW! connected to our community.

To find out how your business could benefit from The Robin Hood Association, please contact:
(780) 467-7140 (ext 253)
ROBINHOODASSOC.COM



OUR BOXES ARE HAND-FOLDED
AND LABELED BY OUR ROBIN
HOOD ASSOCIATION CREW!



ROBIN HOOD  ASSOCIATION

PREMIUM DESSERTS

The **highest quality** ingredients & attention to detail make our premium line a cut above the rest!

Cakes + Tortes



New!

CHERRY ALMOND CAKE

Almost too beautiful to eat! Ground almonds and tart red cherries are enveloped in moist white cake with an exquisite layer of cherry cream cheese icing in between. Topped with our ruby chocolate glaze and skirted with white chocolate pearls.

Code	Size	Units Per Case	Portions Per Unit	CERTIFICATIONS
1221	10"	2/1.97 kg (4.34 lb)	14/141 g (4.97 oz)	✓ Halal



Code	Size
2141	10"
Units Per Case	
2/2.54 kg (5.60 lb)	
Portions Per Unit	
16/159 g (5.60 oz)	
CERTIFICATIONS	
✓ Halal	

BLACKOUT TORTE

A cake-like brownie layer cradling a milk chocolate ganache mound covered with dense dark chocolate mousse. Topped with chocolate cake cubes and chocolate glaze.



Code	Size
1357	10"
Units Per Case	
2/2.74 kg (6.04 lb)	
Portions Per Unit	
16/171 g (6.04 oz)	
CERTIFICATIONS	
✓ Halal	

CHOCOLATE CARAMEL CAKE

Three tiers of chocolate cake drenched with oh-so-good home-made caramel. Covered with milk chocolate fudge icing, draped in caramel and drizzled with dark chocolate.



Code	Size
1208	9"
Units Per Case	
2/1.93 kg (4.25 lb)	
Portions Per Unit	
uncut	
CERTIFICATIONS	
✓ Halal	

BOSTON CREAM PIE CAKE

Like the classic donut you know and love, but way better! Thick 'n creamy vanilla custard is sandwiched between two layers of fluffy vanilla cake, then coated with smooth chocolate glaze.



Code	Size
1370	10"
Units Per Case	
2/2.45 kg (5.40 lb)	
Portions Per Unit	
16/153 g (5.40 oz)	
CERTIFICATIONS	
✓ Halal	

COLOSSAL CARROT CAKE

Moist, spicy, carrot-laden cake with crushed pineapple, coconut & walnuts, filled and covered with cream cheese icing. Topped with sweet coconut, walnuts and white chocolate drizzle. Toasted almonds skirt the sides.



Did you know?

WE HAVE A VEGAN CARROT CAKE ON PAGE 11!



Code	Size
1800	10"
Units Per Case	
2/2.30 kg (5.07 lb)	
Portions Per Unit	
16/144 g (5.07 oz)	
CERTIFICATIONS	
✓ Gluten-Free	
✓ Halal	

CHOCOLATE ALMOND TORTE

Two layers of moist chocolate almond torte (made with gluten-free flour) cradling a creamy almond filling and topped with a smooth chocolate almond mousse. You won't believe it's **gluten-free!**



Code	Size
1360	10"
Units Per Case	
2/2.69 kg (5.93 lb)	
Portions Per Unit	
14/192 g (6.78 oz)	
CERTIFICATIONS	
✓ Halal	

COOKIES 'N CREAM CAKE

Two chewy brownie layers with cream cheese and broken Oreo cookies. Topped with a mound of milk chocolate ganache, cookie mousse, and chocolate fudge edging. Sprinkled with more Oreo & chocolate drizzle.



OREO AND THE OREO WAFER DESIGN ARE REGISTERED TRADEMARKS OF MONDELEZ INTERNATIONAL GROUP, USED UNDER LICENSE



Code	Size
1795	10"
Units Per Case	
2/1.30 kg (2.87 lb)	
Portions Per Unit	
16/81 g (2.87 oz)	
CERTIFICATIONS	
✓ Halal	

FLOURLESS CHOCOLATE TORTE

This decadent chocolate torte is completely flourless! Smooth and rich; finished with dark chocolate glaze.



Code	Size
1216	10"
Units Per Case	
2/1.74 kg (3.81 lb)	
Portions Per Unit	
16/109 g (3.84 oz)	
CERTIFICATIONS	
✓ Halal	

New!

OLD FASHIONED CHOCOLATE CAKE

This unbelievably indulgent, rich chocolate cake features moist, dense cake layers separated by exquisite chocolate mousse made from scratch. Finished with a blanket of chocolate buttercream and swathed in chocolate ganache. *It's the perfect chocolate cake!*



Code	Size
1622	10"
Units Per Case	
2/1.72 kg (3.79 lb)	
Portions Per Unit	
14/123 g (4.33 oz)	
CERTIFICATIONS	
✓ Halal	

HONEY CAKE

Two layers of moist, honey-infused cake covered with silky cream cheese icing. Dripping with glistening honey-butterscotch glaze.



Code	Size
1314	10"
Units Per Case	
2/2.70 kg (5.95 lb)	
Portions Per Unit	
14/193 g (6.81 oz)	
CERTIFICATIONS	
✓ Halal	

♥ 10

PUCKER UP LEMON CUP! CAKE

This cake is positively bursting with bright lemon flavour! Three layers of vanilla cake with lemon cream cheese filling covered with lemon mousse, topped with lemon glaze, and then skirted with white chocolate curls. Made with 100% pure lemon purée, the colour used is natural turmeric, meaning no artificial colours!



Code	Size
1204	10"
Units Per Case	
2/1.69 kg (3.75 lb)	
Portions Per Unit	
16/106 g (3.73 oz)	
CERTIFICATIONS	
✓ Halal	

New!

NANAIMO BAR CAKE

We've transformed this classic Canadian dessert into a cake! Featuring the Nanaimo bar's chocolate base packed with coconut and graham crumbs, followed by the layer of custard-flavoured frosting and top layer of rich chocolate glaze. Garnished with toasted almond slices and sweetened coconut for the perfect finish!



Code	Size
1801	10"
Units Per Case	
2/2.53 kg (5.58 lb)	
Portions Per Unit	
16/158 g (5.58 oz)	
CERTIFICATIONS	
✓ Halal	

♥ 10

RED VELVET CAKE

Three moist layers of stunning Red Velvet filled and topped with silky cream cheese icing and finished with melt-in-your-mouth white & dark chocolate shavings and white chocolate drizzle.





Code	Size
1482	10"
Units Per Case	
2/1.98 kg (4.37 lb)	
Portions Per Unit	
16/124 g (4.37 oz)	
CERTIFICATIONS	
✔ Halal	



10

REESE'S PEANUT BUTTER BLONDIE

Chewy blonde brownie topped with milk chocolate ganache and peanut butter mousse that is jam-packed with chopped REESE'S peanut butter cups. Glazed with dark chocolate, covered with mini REESE'S peanut butter cups, peanuts and REESE'S peanut butter drizzle.

REESE'S TRADEMARK AND TRADE DRESS AND THE ORANGE COLOUR ARE USED UNDER LICENSE



Code	Size
1344	10" x 9"
Units Per Case	
2/1.87 kg (4.12 lb)	
Portions Per Unit	
uncut	
CERTIFICATIONS	
n/a	

TIRAMISU CAKE

Espresso drenched cake layers enhanced with mouth-watering mascarpone cheese mousse, topped with a dusting of cocoa sugar.

Did you know?

WE HAVE A GLUTEN-FREE TIRAMISU SHEET CAKE ON PAGE 30!



Code	Size
4028	10"
Units Per Case	
2/3.12 kg (6.88 lb)	
Portions Per Unit	
16/195 g (6.88 oz)	
CERTIFICATIONS	
✔ Halal	

10

SO GOOD CHOCOLATE CAKE

Four layers of decadent chocolate cake separated by rich chocolate fudge icing. Glazed with dark chocolate and skirted with fine chocolate pajets.



Code	Size
1461	10"
Units Per Case	
2/4.16 kg (9.17 lb)	
Portions Per Unit	
uncut	
CERTIFICATIONS	
✔ Halal	

ULTIMATE CHOCOLATE UTOPIA CAKE

Is this a mountain or a cake? Six layers of delicious, moist chocolate cake filled and wrapped in chocolate fudge icing and skirted with dark chocolate curls.



Code	Size
1479	10"
Units Per Case	
2/1.70 kg (3.75 lb)	
Portions Per Unit	
16/106 g (3.75 oz)	
CERTIFICATIONS	
✔ Halal	

STRAWBERRY BLONDE CAKE

Two layers of moist white cake swirled with sweet strawberry and separated by strawberry ganache. Topped with strawberry whipped cream icing and white chocolate drizzle; skirted with delicate white chocolate curls.



Code	Size
1431	10"
Units Per Case	
2/1.71 kg (3.75 lb)	
Portions Per Unit	
14/122 g (4.30 oz)	
CERTIFICATIONS	
✔ Gluten-Free	
✔ Vegan	
✔ Halal	

VEGAN CARROT CAKE

We've taken our classic Tried and True Colossal Carrot Cake recipe and changed our homemade cream cheese icing to a plant-based version that is oh-so-creamy! You won't believe it's VEGAN!

Cheesecakes

Real cream cheese, real chocolate,
real dairy cream, real butter,
and natural flavours.

You Can't Argue with Quality.



*EDIBLE FLOWERS + BERRY
COULIS MAKE THIS DESSERT
NEXT LEVEL!*

TOWER OF POWER CHEESECAKE

Big enough to warrant its own area code; the Tower of Power is a jumbo-sized New York-style cheesecake enhanced with a subtle vanilla flavour.

Code	Size	Units Per Case	Portions Per Unit	CERTIFICATIONS
1316	10"	2/3.23 kg (7.12 lb)	16/202 g (7.12 oz)	✓ Halal

ALL OF OUR CHEESECAKES
ARE PROUDLY MADE WITH
PHILADELPHIA
CREAM CHEESE.



PHILADELPHIA IS A REGISTERED TRADEMARK OF KRAFT FOODS, USED WITH PERMISSION

*Topped with
pieces of*



Code	Size
1389	10"
Units Per Case	
2/3.07 kg (6.77 lb)	
Portions Per Unit	
14/219 g (7.74 oz)	
CERTIFICATIONS	
✓ Halal	

CARAMEL APPLE CHEESECAKE

A delicious cheesecake baked atop an oat crust base. Featuring Granny Smith apple chunks folded into a creamy caramel cheesecake, wrapped with rich homemade caramel and topped with dried apple and SKOR pieces.

SKOR TRADEMARK AND TRADE DRESS ARE USED UNDER LICENSE



Code	Size
1791	9"
Units Per Case	
2/2.14 kg (4.72 lb)	
Portions Per Unit	
16/134 g (4.72 oz)	
CERTIFICATIONS	
n/a	

CHERRY WHISKEY CHEESECAKE

Cherry whiskey infused cheesecake atop a chocolate cookie graham base. Capped with a dome of whiskey mousse and dried cherry inclusions, adorned with white & dark chocolate shavings and finished with a drizzle of dark chocolate.



Code	Size
1399	10"
Units Per Case	
2/2.24 kg (4.94 lb)	
Portions Per Unit	
14/160 g (5.64 oz)	
CERTIFICATIONS	
✓ Halal	

CHOCOLATE CADILLAC XTC CHEESECAKE

A scrumptious brownie layer on the bottom and a generous portion of delectable dark chocolate cheesecake, polished with a drizzle of dark and milk chocolate before leaving the showroom... oops, we mean bakery.





Code	Size
1478	10"
Units Per Case	
2/2.03 kg (4.48 lb)	
Portions Per Unit	
16/127 g (4.48 oz)	
CERTIFICATIONS	
✔ Gluten-Free	
✔ Halal	

CHOCOLATE PEANUT BUTTER CHEESECAKE

Miniature chocolate peanut butter cups and rich chocolate chunks wrapped in a peanut butter cheesecake batter and covered in smooth milk chocolate glaze. Finished with a mound of chocolate peanut butter cups and drizzled with even more peanut butter. You'll go nuts over this dessert!



Code	Size
1312	10"
Units Per Case	
2/2.24 kg (4.94 lb)	
Portions Per Unit	
16/140 g (4.94 oz)	
CERTIFICATIONS	
✔ Halal	

COCONUT CREAM PIE CHEESECAKE

Creamy, velvety, and full of coconut flavour! Lovingly baked using a homemade cream pie filling on top of a graham base, mixed with our famous cheesecake batter and topped with whipped cream mousse. *The finalé?* Toasted coconut to drive home that all-natural coconut flavour. I'm in heaven!



Code	Size
1485	10"
Units Per Case	
2/2.40 kg (5.29 lb)	
Portions Per Unit	
16/150 g (5.29 oz)	
CERTIFICATIONS	
✔ Halal	

CINNAMON BUN CHEESECAKE

To create this over-the-top cheesecake, we've swirled the traditional cinnamon bun filling of real butter, brown sugar and cinnamon into our vanilla cake and topped it with rich vanilla-cinnamon cheesecake, cream cheese icing and a dusting of cinnamon sugar.



Code	Size
1495	10"
Units Per Case	
2/2.26 kg (4.98 lb)	
Portions Per Unit	
16/141 g (4.98 oz)	
CERTIFICATIONS	
✔ Halal	

CRÈME BRÛLÉE CHEESECAKE

Original New York-style cheesecake and decadent French custard baked together on a buttery graham base. Topped with traditional caramelized sugar.



Code	Size
1330	10"
Units Per Case	
2/1.92 kg (4.23 lb)	
Portions Per Unit	
16/120 g (4.23 oz)	
CERTIFICATIONS	
✔ Halal	

CLASSIC EUROPEAN CREAM CHEESECAKE

Beyond basic, our vanilla-enhanced classic cheesecake is the perfect complement to any meal! Ideal for topping with fresh fruit and/or sauces.



Code	Size
1583	10"
Units Per Case	
2/2.67 kg (5.89 lb)	
Portions Per Unit	
14/191 g (6.73 oz)	
CERTIFICATIONS	
✔ Halal	

KEY LIME CHEESECAKE

The zing of this refreshingly sweet/tart key lime cheesecake, capped with a lime-enhanced cream topping and drizzled with a key lime sauce, is reminiscent of the warm Florida Keys.





Code	Size
1365	10"
Units Per Case	
2/2.65 kg (5.84 lb)	
Portions Per Unit	
14/189 g (6.68 oz)	
CERTIFICATIONS	
✓ Halal	

MANGO BERRY CHEESECAKE

An exotic, tropical cheesecake featuring mango swirled with raspberries on a coconut shortbread pastry; topped off with mango cream, white chocolate curls and burgundy chocolate drizzle.



Code	Size
1484	10"
Units Per Case	
2/2.46 kg (5.42 lb)	
Portions Per Unit	
16/154 g (5.43 oz)	
CERTIFICATIONS	
✓ Halal	



SKOR CHEESECAKE

A soft, chewy SKOR cookie base stacked with a marbled mixture of caramel and dark chocolate cheesecake. We then drench the cheesecake with homemade caramel sauce and top it with a huge helping of SKOR bits.

SKOR TRADEMARK AND TRADE DRESS ARE USED UNDER LICENSE



Code	Size
1476	10"
Units Per Case	
2/1.86 kg (4.10 lb)	
Portions Per Unit	
14/133 g (4.69 oz)	
CERTIFICATIONS	
✓ Halal	



ORANGE CREAMSICLE CHEESECAKE

A smooth vanilla cheesecake marbled with orange and baked atop a vanilla graham crust. Topped with a brilliant orange glaze, and finished off with a white chocolate drizzle.



Code	Size
1472	10"
Units Per Case	
2/2.34 kg (5.16 lb)	
Portions Per Unit	
16/146 g (5.16 oz)	
CERTIFICATIONS	
✓ Gluten-Free	



STRAWBERRY CHAMPAGNE CHEESECAKE

Vanilla cheesecake marbled with strawberry and baked atop a chocolate cookie graham base. Topped with exquisite champagne mousse, strawberry swirls & dark chocolate shavings.



Code	Size
1474	10"
Units Per Case	
2/2.16 kg (4.76 lb)	
Portions Per Unit	
16/135 g (4.76 oz)	
CERTIFICATIONS	
✓ Halal	

SALTED CARAMEL CHEESECAKE

The perfect pairing of sweet and salty. Delectable white chocolate cheesecake baked atop a chocolate cookie graham base. Topped with our rich homemade salted caramel.



Code	Size
1374	10"
Units Per Case	
2/2.45 kg (5.40 lb)	
Portions Per Unit	
14/175 g (6.17 oz)	
CERTIFICATIONS	
n/a	

TIRAMISU CHEESECAKE

Rich coffee flavoured cheesecake nestled on a chocolate graham crust topped with a layer of espresso enhanced white cake and crowned with tiramisu cream dusted with cocoa.



Code	Size
1804	10"
Units Per Case	
2/2.29 kg (5.05 lb)	
Portions Per Unit	
16/143 g (5.05 oz)	
CERTIFICATIONS	
✔ Gluten-Free	
✔ Halal	

♥ 10

TURTLE CHEESECAKE

Candied pecans and milk chocolate chunks wrapped in a vanilla cheesecake batter, topped with a white fond, brownie cubes, more pecans and chocolate chunks. Drizzled with chocolate and caramel.



Code	Size
1354	10"
Units Per Case	
2/2.2 kg (4.85 lb)	
Portions Per Unit	
16/150 g (5.29 oz)	
CERTIFICATIONS	
✔ Halal	

WHITE CHOCOLATE & LEMON CHEESECAKE

Homemade lemon custard and white chocolate cheesecake are baked on a graham cookie base. Topped with lemon mousse, a swirl of lemon custard and delicate white chocolate curls.



Code	Size
1802	10"
Units Per Case	
2/2.23 kg (4.92 lb)	
Portions Per Unit	
14/159 g (5.62 oz)	
CERTIFICATIONS	
✔ Gluten-Free	
✔ Halal	

VERY BERRY CHEESECAKE

Vanilla-enhanced cheesecake topped with raspberries and blueberries and covered with an apricot glaze.



Code	Size
1308	10"
Units Per Case	
2/2.23 kg (4.92 lb)	
Portions Per Unit	
14/159 g (5.62 oz)	
CERTIFICATIONS	
✔ Halal	

WHITE CHOCOLATE BLUEBERRY CHEESECAKE

This delicious cheesecake features wild blueberries folded into the batter with even more blueberries folded into the fresh whipped cream topping. Drizzled with violet-toned white chocolate.



Almost all of the chocolate that we melt (into cake layers, glazes, cheesecakes) is Callebaut chocolate. Their sustainability program, **Cocoa Horizons**, works with farmers to build sustainability and improve their livelihood.

Each bag of Callebaut chocolate has a unique code. That code can be entered into the link below to see a map of exactly where that chocolate was grown and processed!

www.callebaut.com/en-CA/traceable



Pies + Flans

Our most nostalgic desserts; handmade with love and filled with premium ingredients.

Just like Grandma used to make.



MADE WITH
HOMEMADE.
(SECRET-RECIPE)
CARAMEL!

DEEP APPLE PIE

The Mother of all apple pies! Sweet dough pastry crust, a layer of custard, large chunks of apple, and sprinklings of raisins & cinnamon. Topped with a coconut streusel.

USE
FOR
Celebrations!

Code	Size	Units Per Case	Portions Per Unit	CERTIFICATIONS
1551	10"	2/2.42 kg (5.34 lb)	14/173 g (6.10 oz)	✓ Halal

DEEP CARAMEL PECAN FLAN

A sweet pastry crust with a delicate scalloped edge filled with gooey, buttery homemade caramel and freshly toasted pecans. Finished with a generous helping of even more caramel drizzle! A tried & true favourite for 40 years!



Code	Size	Units Per Case	Portions Per Unit	CERTIFICATIONS
4023	12"	2/2.58 kg (5.69 lb)	uncut	✓ Halal

GLUTEN-FREE NOT FLAVOUR-FREE!

WE ARE PROUD TO OFFER **12** INCREDIBLE
GLUTEN-FREE DESSERTS!

WOW! Factor Desserts has created Gluten-Free Desserts with quality & flavour that are in a class by themselves. Look for this symbol throughout the guide to find our Gluten-Free offerings:



We are proud to be certified by the Gluten-Free Certification Program which is endorsed by **Celiac Canada!**

Black Forest Sheet Cake.....	p.29
Candy Cane Mousse.....	p.40
Chocolate Almond Torte.....	p.6
Flourless Chocolate Cake.....	p.8
Peanut Butter Cheesecake.....	p.14
Strawberry Champagne CC.....	p.17
Tiramisu Sheet Cake.....	p.30
Turtle Cheesecake.....	p.17
Turtle Baby Cheesecake (7").....	p.34
Vegan Chocolate Decadence.....	p.26
Vegan Carrot Cake.....	p.11
Very Berry Cheesecake.....	p.18



CERTIFIED Vegan + DELICIOUS!



IN CANADA, 'VEGANISM' AND 'PLANT-BASED DIET' WERE TOP SEARCH TRENDS.



- A key trend in recent years—and certainly amid the pandemic—has been the expansion of the functional concept to more types of foods and beverages. This will continue to play out in the dessert category more in the years to come.



- There is a growing demand for vegan products worldwide due to health benefits coupled with growing veganism.



- The global vegan snack market is expected to be worth \$80 billion by 2030.



- In Canada, the vegan population has increased by 250%, reaching around 850,000 vegans according to survey data.

Sources:

• GetVegan.com, Google Trends Report • Grand View Reserach • Technomic.com

Look for our current selection of Vegan Desserts:



Vegan Carrot Cake.....p.11



Wild Canadian Blueberry Vegan Crumble.....p.28



Vegan Chocolate Decadence Cake.....p.26

Catering

**SINGLE SERVE,
SHEET CAKES + LOAVES**

Plan for large guest volume in creative ways with our single serve desserts, sheet cakes and loaves. Easy to plate & serve with **gluten-free & vegan options**.

Satisfy your Sweet Tooth!



New!

BLUEBERRY STREUSEL CHEESECAKE

This cheesecake kindles sweet memories of homemade baking. Made with juicy Canadian blueberries, velvety Philadelphia cream cheese, and a graham crumb base. Topped with sweet, crumbly streusel for mini cheesecake perfection!

Code	Size	Units Per Case	Portions Per Unit	CERTIFICATIONS
1762	single	1/3.81 kg (8.40 lb)	30/127 g (4.48 oz)	✓ Halal

New!

REESE'S PEANUT BUTTER TEMPTATION

A sweet symphony of REESE'S Peanut Butter cheesecake drenched with dark Callebaut chocolate ganache, atop a chocolate graham crumb base. Finished with swirls of REESE'S peanut butter drizzle. The best part? It's also **gluten-free!**

Code	Size	Units Per Case	Portions Per Unit	CERTIFICATIONS
1768	single	1/3.51 kg (7.74 lb)	30/117 g (4.18 oz)	✓ Halal ✓ Gluten-Free



Code	Size
8518	single
Units Per Case	
1/1.92 kg (4.23 lb)	
Portions Per Unit	
24/80 g (2.82 oz)	
CERTIFICATIONS	
n/a	

New!

PEACHES & CREAM MOUSSE

A fluffy vanilla cake base, layers of peach mousse and vanilla mousse, and fresh peach slices nestled into a luscious glossy peach glaze.



Code	Size
8529	single
Units Per Case	
1/1.92 kg (4.23 lb)	
Portions Per Unit	
24/80 g (2.82 oz)	
CERTIFICATIONS	
n/a	

New!

TRIPLE CHOCOLATE MOUSSE

Three delicious layers of chocolate mousse stacked on top of a bittersweet cookie base. Crowned with chocolate glaze and a decorative chocolate wafer.



Code	Size
8520	single
Units Per Case	
1/1.92 kg (4.23 lb)	
Portions Per Unit	
24/80 g (2.82 oz)	
CERTIFICATIONS	
n/a	

New!

STRAWBERRY DREAM MOUSSE

A fluffy vanilla cake base, layers of strawberry-lime cream, and strawberry-lime mousse, covered with a lustrous strawberry glaze. Finished with a white chocolate wafer.



Code	Size
1707	single
Units Per Case	
1/4.47 kg (9.86 lb)	
Portions Per Unit	
30/149 g (5.26 oz)	
CERTIFICATIONS	
✓ Halal	

♥ 10

+ = SERVE WARM (or room temperature)!

DAINTY CAKES COLLECTION APPLE CRISP MELT-AWAY

This single-serve coconut cinnamon streusel is loaded with wedged apples and topped with decadent homemade caramel sauce. Serve warm or at room temperature.

USE FOR Celebrations!



Code	Size
8527	single
Units Per Case	
1/1.92 kg (4.23 lb)	
Portions Per Unit	
24/80 g (2.82 oz)	
CERTIFICATIONS	
n/a	

New!

CHOCOLATE TRUFFLE MOUSSE

A light layer of chocolate mousse atop a creamy chocolate truffle ganache and chocolate sponge cake base. Topped with a chocolate glaze and chocolate wafer.



Code	Size
1709	single
Units Per Case	
1/3.60 kg (7.94 lb)	
Portions Per Unit	
30/120 g (4.23 oz)	
CERTIFICATIONS	
✓ Halal	

DAINTY CAKES COLLECTION LEMON LAVENDER CHEESECAKE

White chocolate lemon curd cheesecake topped with a lavender cream and white chocolate shard. Finished with tinted white chocolate drizzle.



Code	Size
1734	single
Units Per Case	
2/2.06 kg (4.54 lb)	
Portions Per Unit	
18/114 g (4.04 oz)	
CERTIFICATIONS	
n/a	

+ = **SERVE WARM** (or room temperature)!

CARROT LAVA CAKE

Delightful moist and spicy carrot Bundt stuffed with cream cheese mousse. Serve at a room temperature for a more “traditional” carrot cake, or “molten” after 20 seconds in the microwave.



Code	Size
1705	single
Units Per Case	
1/4.61 kg (10.16 lb)	
Portions Per Unit	
24/192 g (6.78 oz)	
CERTIFICATIONS	
Halal	

+ = **SERVE WARM!**

WARM GINGER CARMEL SPICE CAKE

Loaded with diced apples mingled with a moist ginger spice cake and our secret ingredient. Topped with homemade caramel sauce and served warm.



Code	Size
1730	single
Units Per Case	
2/2.32 kg (5.12 lb)	
Portions Per Unit	
18/129 g (4.55 oz)	
CERTIFICATIONS	
n/a	

+ = **SERVE WARM!**

CHOCOLATE LAVA CAKE

A delightfully rich, single-serve chocolate Bundt cake cradling a pool of luxurious molten chocolate. Serve warm to create a chocolate eruption that your taste buds are guaranteed to ‘lava!’



Size	
16" x 12"	
Units Per Case	
1/2.64 kg (5.82 lb)	
Portions Per Unit	
88/30 g (1.06 oz)	
CERTIFICATIONS	
n/a	

CAKE BITES

Bite-sized cakes inspired by European favourites! Available in 3 great flavours:

- Mango Mousse (Code 4815)
- Raspberry Vanilla Mousse (Code 4816)
- Chocolate Truffle (Code 4817)



Code	Size
1736	single
Units Per Case	
1/3.21 kg (7.08 lb)	
Portions Per Unit	
30/107 g (3.77 oz)	
CERTIFICATIONS	
Gluten-Free	
Vegan	
Halal	

VEGAN CHOCOLATE DECADENCE CAKE

You won't believe it's Vegan! This decadent chocolate cake is comprised of plant-based ingredients mixed with a healthy quantity of cocoa and finished with a heavenly chocolate glaze.



Code	Size
8600	bonbon
Units Per Case	
1/0.77 kg (1.69 lb)	
Portions Per Unit	
96/8 g (.28 oz)	
CERTIFICATIONS	
n/a	

MILK CHOCOLATE BONBONS

Indulge in these bonbons, expertly-crafted by Canadian Artisans / Chocolatiers using sustainable cocoa beans. Made primarily of West African Forastero cocoa with full traceability.



Code	Size
1821	10" x 9"
Units Per Case	
2/1.50 kg (3.31 lb)	
Portions Per Unit	
uncut	
CERTIFICATIONS	
✓ Halal	

BOB'S ORIGINAL FUDGE BROWNIE

Prepare to enjoy the thickest, fudgiest brownie in existence! This sinfully-goey brownie is loaded with Callebaut chocolate chunks and is inspired by our CEO Bob Callow's favourite dessert.



Code	Size
8537	16" x 12"
Units Per Case	
2/3.70 kg (8.16 lb)	
Portions Per Unit	
uncut	
CERTIFICATIONS	
n/a	

BERRY BURST SHEET CAKE

A beautiful dessert created from two layers of light vanilla cake garnished with light cream; decorated with raspberries and blueberries on a raspberry mirror.



Code	Size
1820	10" x 9"
Units Per Case	
2/1.84 kg (4.06 lb)	
Portions Per Unit	
uncut	
CERTIFICATIONS	
✓ Halal	

COFFEE CRUNCH BAR

This designer dessert features four layers of pure chocolate and coffee bliss! A crunchy milk chocolate and coffee base, followed by a coffee no-bake cheesecake filled with COFFEE CRISP® pieces. The third layer is a homemade chocolate coffee mousse, topped with milk chocolate glaze, more COFFEE CRISP®, and milk chocolate drizzle.



Code	Size
1812	10" x 9"
Units Per Case	
2/1.54 kg (3.40 lb)	
Portions Per Unit	
uncut	
CERTIFICATIONS	
✓ Gluten-Free	

BLACK FOREST SHEET CAKE

Moist, Gluten-Free chocolate cake layers separated by a luscious cherry filling. Covered with vanilla mousse, then crowned with chocolate cake cubes and dark chocolate shavings.



Code	Size
1814	16" x 12"
Units Per Case	
3/3.20 kg (7.05 lb)	
Portions Per Unit	
20/160 g (5.64 oz)	
CERTIFICATIONS	
✓ Vegan	
✓ Halal	

WILD CANADIAN BLUEBERRY VEGAN CRUMBLE

You had me at Wild Blueberry, VEGAN, and Crumble! This plant-based dessert will please even the most discriminating palate. A sensory overload of sweet-tasting wild blueberry filling, delicious shortbread crust, and an old fashioned coconut/oat crumble on top.



Code	Size
8535	16" x 12"
Units Per Case	
2/2.47 kg (5.45 lb)	
Portions Per Unit	
uncut	
CERTIFICATIONS	
n/a	

CHOCOLATE AVALANCHE SHEET CAKE

This chocolate cake is garnished with a rich melted ganache, decorated with soft chocolate cake boulders and drizzled heavily with thick chocolate sauce.



Code	Size
4773	16" x 12"
Units Per Case	
2/2.99 kg (6.59 lb)	
Portions Per Unit	
uncut	
CERTIFICATIONS	
n/a	

CHOCOLATE CARAMEL BROWNIE SHEET CAKE

Moist, chewy brownie topped with a layer of sweet dulce de leche caramel & more brownie pieces. Even more caramel drizzle tops everything off.



Code	Size
1811	10" x 9"
Units Per Case	
2/1.82 kg (4.01 lb)	
Portions Per Unit	
uncut	
CERTIFICATIONS	
✓ Gluten-Free	

TIRAMISU SHEET CAKE

Two layers of moist Gluten-Free vanilla cake soaked in espresso sugar syrup. Filled and covered with tiramisu mousse and dusted with cocoa.

CUT & PLATE ANY WAY YOU LIKE!

For cutting templates, refer to page 41 or contact your sales representative.



Homestyle Goodness!



Code	Size
4800	single
Units Per Case	
2/1.69 kg (3.73 lb)	
Portions Per Unit	
19/89 g (3.14 oz)	
CERTIFICATIONS	
n/a	

APPLE CRANBERRY SIGNATURE LOAF

Cake garnished with apple chunks and whole cranberries.



Code	Size
4801	single
Units Per Case	
2/1.90 kg (4.19 lb)	
Portions Per Unit	
19/100 g (3.53 oz)	
CERTIFICATIONS	
n/a	

BANANA SIGNATURE LOAF

A homestyle banana pound cake.



Code	Size
4802	single
Units Per Case	
2/1.90 kg (4.19 lb)	
Portions Per Unit	
19/100 g (3.53 oz)	
CERTIFICATIONS	
n/a	

CARROT PINEAPPLE SIGNATURE LOAF

Homestyle carrot cake with pineapple chunks & walnuts.



Code	Size
4805	single
Units Per Case	
2/1.67 kg (3.68 lb)	
Portions Per Unit	
19/88 g (3.10 oz)	
CERTIFICATIONS	
n/a	

DOUBLE CHOCOLATE SIGNATURE LOAF

Chocolate and cake are two of our favourite things, so what's not to love about this moist chocolate loaf topped with chocolate chips? Heaven x 2!



Code	Size
4803	single
Units Per Case	
2/1.69 kg (3.73 lb)	
Portions Per Unit	
19/89 g (3.14 oz)	
CERTIFICATIONS	
n/a	

LEMON POPPY SEED SIGNATURE LOAF

Classic pound cake bursting with lemon flavour and poppy seeds.



DRESS IT UP FOR ANY OCCASSION!

For plating and decorating ideas, visit our website:

wowfactordesserts.com/dessert-plating



Baby CAKES

The newest members of our WOW Family have arrived!

Small in Size,

BIG IN FLAVOUR!



Code	Size
2006	7"
Units Per Case	
4/1 kg (2.20 lb)	
Portions Per Unit	
uncut	
CERTIFICATIONS	
✓ Halal	

CHOCOLATE BABY CAKE

Decadent chocolate cake layers sandwiched between thick chocolate frosting. Smothered with a rich, homemade Belgian chocolate glaze.



Code	Size
2008	7"
Units Per Case	
6/0.75 kg (1.66 lb)	
Portions Per Unit	
uncut	
CERTIFICATIONS	
✓ Halal	

COOKIES & CREAM BABY CHEESECAKE

Scrumptious vanilla cheesecake on a chocolate graham base, loaded with chunky OREO™ cookie pieces baked in & sprinkled generously on top.



Code	Size
2007	7"
Units Per Case	
6/0.75 kg (1.65 lb)	
Portions Per Unit	
uncut	
CERTIFICATIONS	
✓ Halal	

NEW YORK BABY CHEESECAKE

Creamy, New York Style Cheesecake with a subtle vanilla flavour. Ready to serve or the perfect blank canvas to garnish!



Code	Size
2005	7"
Units Per Case	
4/1 kg (2.20 lb)	
Portions Per Unit	
uncut	
CERTIFICATIONS	
✓ Halal	

RED VELVET BABY CAKE

Moist & fluffy with the perfect amount of sweetness, this RED velvet cake is layered and topped with scratch-made, silky cream cheese icing.



Code	Size
2009	7"
Units Per Case	
6/0.82 kg (1.82 lb)	
Portions Per Unit	
uncut	
CERTIFICATIONS	
✓ Gluten-Free	
✓ Halal	

TURTLE BABY CHEESECAKE

Toasted pecans and smooth milk chocolate chunks baked in and sprinkled on top of a caramel-flavoured cheesecake. Layered with gooey homemade caramel.

CHECK OUT OUR EYE-CATCHING **RETAIL PACKAGING!**



DESIGNED TO CRADLE THESE 7" CAKES & CHEESECAKES FOR INDIVIDUAL PURCHASE:

CHOCOLATE BABY CAKE

1 KG / 2.20 LBS • RETAIL CODE: 2006
UPC: 778463020063 • GTIN: 10778463020060

NEW YORK BABY CHEESECAKE

752 G / 1.66 LBS • RETAIL CODE: 2007
UPC: 778463020070 • GTIN: 10778463020077

(GLUTEN-FREE) TURTLE BABY CHEESECAKE

824 G / 1.82 LBS • RETAIL CODE: 2009
UPC: 778463020094 • GTIN: 10778463020091

COOKIES 'N CREAM BABY CHEESECAKE

752 G / 1.66 LBS • RETAIL CODE: 2008
UPC: 778463020087 • GTIN: 10778463020084

RED VELVET BABY CAKE

1 KG / 2.20 LBS • RETAIL CODE: 2005
UPC: 778463020056 • GTIN: 10778463020053

Seasonals

Unique desserts that are perfectly suited for your holiday celebrations! Here for a limited-time only!



New!

CHOCOLATE CARAMEL CHRISTMAS ORNAMENT

Fully decorated and ready to serve! Rich chocolate mousse with a creamy caramel center atop a delicate chocolate sponge cake; all coated in a dark chocolate shell with festive drizzle.

Code	Size	Units Per Case	Portions Per Unit	CERTIFICATIONS
8212	single	1/3.6 kg (7.94 lb)	36/100 g (3.53 oz)	n/a

New!

WHITE CHOCOLATE RASPBERRY CHRISTMAS ORNAMENT

Vanilla cake topped with white chocolate mousse and a jammy raspberry filling. Coated in white chocolate and colourful drizzle.

Code	Size	Units Per Case	Portions Per Unit	CERTIFICATIONS
8214	single	1/3.6 kg (7.94 lb)	36/100 g (3.53 oz)	n/a

Generate excitement and boost your sales with these enticing once-a-year desserts!



New + Improved!

FESTIVE SUGAR CREAM YULE LOG (TOP)

Vanilla dough rolled with our homemade fudge filling. All covered with a whipped white chocolate ganache, decorated with graham chips and white chocolate shavings.

Code	Size	Units Per Case	Portions Per Unit *	CERTIFICATIONS
8015	uncut roll	6/0.83 kg (1.83 lb)	8/103 g (3.63 oz)	n/a

*uncut, suggested 8 portions per log

FESTIVE SWEET & SALTY CHOCOLATE YULE LOG (BOTTOM)

A roulade of chocolate sponge cake filled with whipped milk chocolate ganache featuring salted caramel crisps and salted dulce de leche caramel.

Code	Size	Units Per Case	Portions Per Unit*	CERTIFICATIONS
8016	uncut roll	6/0.82 kg (1.81 lb)	8/103 g (3.63 oz)	n/a

*uncut, suggested 8 portions per log



WHITE CHOCOLATE & RASPBERRY MINI YULE LOG

Vanilla cake, white chocolate mousse and raspberry filling all rolled up and coated in a shell of white chocolate. Topped with a petal of icing, a shard of chocolate and edible gold glitter.

Code	Size	Units Per Case	Portions Per Unit	CERTIFICATIONS
8205	single	1/1.75 kg (3.81 oz)	25/70 g (2.47 oz)	n/a

CHOCOLATE TUXEDO MINI YULE LOG

Chocolate cake, dark chocolate mousse and white chocolate ganache all rolled up and coated in a dark chocolate shell and drizzled with a pop of coloured chocolate.

Code	Size	Units Per Case	Portions Per Unit	CERTIFICATIONS
8210	single	1/1.75 kg (3.81 oz)	25/70 g (2.47 oz)	n/a



Code	Size
8200	16" x 12"
Units Per Case	
2/3.00 kg (6.62 lb)	
Portions Per Unit	
36/83 g (2.92 oz)	
CERTIFICATIONS	
n/a	

FESTIVE CHOCOLATE TUXEDO SHEET CAKE

A rich chocolate cake base is stacked with a thick layer of dark chocolate mousseline. Capped with another layer of white chocolate mousseline and drizzled with a splash of green, red and brown chocolate for a festive splash of colour.



Code	Size
8549	single
Units Per Case	
1/1.54 kg (3.40 lb)	
Portions Per Unit	
28/55 g (1.94 oz)	
CERTIFICATIONS	
n/a	

CHOCOLATE CHRISTMAS GIFT

Overlapping layers of chocolate cream and smooth chocolate cake. Coated with a shell of chocolate and finished with unique festive décor. **ONLY AVAILABLE FROM SEPTEMBER TO DECEMBER.**



Code	Size
8551	single
Units Per Case	
1/1.54 kg (3.40 lb)	
Portions Per Unit	
28/55 g (1.94 oz)	
CERTIFICATIONS	
n/a	

WHITE CHOCOLATE GIFT BOX

An overlapping of vanilla cream and smooth vanilla cake, coated with crunchy white chocolate and finished with décor. **ONLY AVAILABLE FROM SEPTEMBER TO DECEMBER.**



Code	Size
8547	single
Units Per Case	
1/2.04 kg (4.50 lb)	
Portions Per Unit	
24/85 g (3.00 oz)	
CERTIFICATIONS	
n/a	

CHOCOLATE CARAMEL CHRISTMAS TREE

Succulent dark chocolate mousse with a caramel center & chocolate genoise base, wrapped in delicious chocolate.



Code 1733 **Size** single
Units Per Case 1/4.74 kg (10.45 lb)
Portions Per Unit 30/158 g (5.57 oz)
CERTIFICATIONS
 ✓ **Gluten-Free**
 ✓ **Halal**

CANDY CANE MOUSSE

A refreshing, minty candy cane mousse perched on top of a Gluten-Free chocolate brownie. Capped with dark chocolate glaze and finished with festive red drizzle.



Code 1605 **Size** 10"
Units Per Case 2/2.54 kg (5.60 lb)
Portions Per Unit 16/159 g (5.60 oz)
CERTIFICATIONS n/a

BUTTERED RUM CARAMEL EGGNOG CHEESECAKE

Featuring a ginger-spiced graham base stacked with a layer of caramel custard, followed by a thick 'n creamy rum & homemade eggnog cheesecake layer. Topped with eggnog mousse, white chocolate shavings, and homemade caramel-rum drizzle.



Code 1636 **Size** 10"
Units Per Case 2/2.40 kg (5.29 lb)
Portions Per Unit 16/150 g (5.29 oz)
CERTIFICATIONS
 ✓ **Halal**

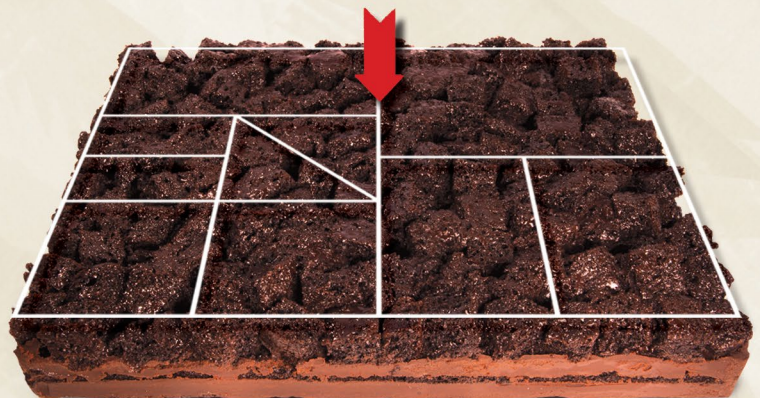
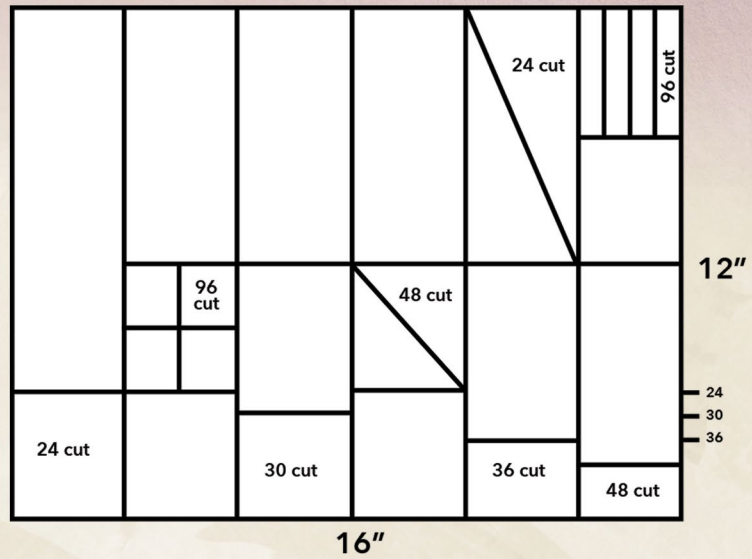
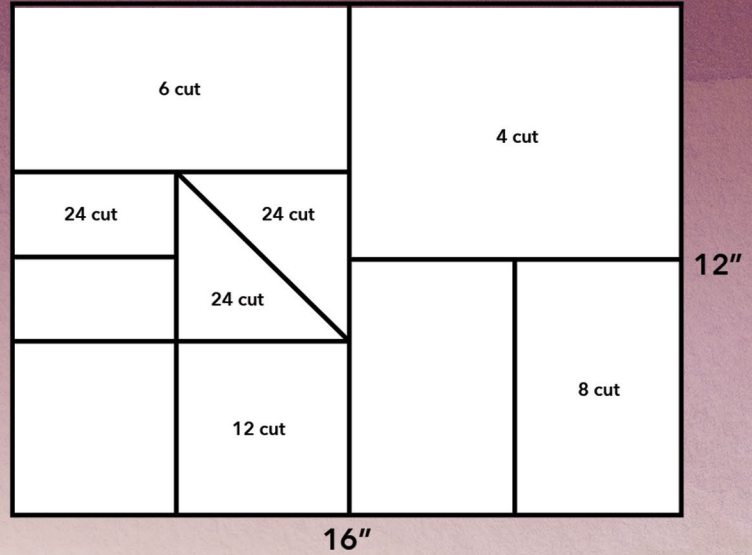
HARVEST PUMPKIN CHEESECAKE

Creamy pumpkin spice cheesecake topped with a caramel-enhanced mousse, moist ginger spice cake cubes, white chocolate shavings and homemade caramel drizzle.



SHEET CAKE
Cut Guide

TIP: Cut while frozen. Refer to boxes for score marks. See our two cake cutting templates below and choose from 15 cake slice patterns.



Marketing Options

Well-designed, attractive dessert menus increase guest check amounts, grow Sales, and generate more profit.

ORDER YOUR NEW
DESSERT MENU IN
JUST A FEW CLICKS!



PRINTED MENUS

Receive **25 FREE*** custom-designed, full-colour menus when you feature 4** or more WOW! Factor Desserts products. These laminated menus include your in-house desserts, after-dinner drinks, etc. Visit our make-a-menu section on our website to get started:

app.wowfactor.ca

* Additional menus can be ordered for a charge of \$3.75 + applicable taxes.
**Contact your sales representative if you wish to discuss flexibilities in the existing program to meet your needs.



QR CODED & ONE-TIME USE MENUS

Customers can view the entire menu in full colour on their phone **without having to physically handle a printed menu**. Zoom in, view product nutritional—space is not limited like it is on printed menus. Have your custom **QR Code** added to a feature sheet, placed on stickers for the tables, added to a tent card for the table, or to your regularly-printed menus. Another option is one-time use black & white menus that can be easily photocopied by the restaurant, used once, and then recycled.



DESSERT CARDS

These 5"x 6" cards feature a colourful, eye-catching product image and sit directly on the table. Custom-sizes available. Try adding a QR to offer customers more information about the product. Further menu or restaurant information can also be linked to the code. Simply contact your sales representative with your request.

CREATE YOUR OWN!

For those who like to DIY, we have high-resolution imagery for your third-party delivery app pages (**Skip The Dishes** and **Uber Eats**), online menus, or printed menus. Visit the link below and right-click to copy the images to your files or desktop. You can also drag them over.... Easy peasy!

wowfactordesserts.com/new-page-1

SUPPORT

you can count on!

More than just a manufacturer, WOW! Factor Desserts is a service company. Our philosophy of “going above & beyond” means just one thing—**you matter!** Our goal is to provide a level of service that is unparalleled in the industry.

Offering flexibility in product development and packaging, we work with you in a quick and timely fashion to develop a final product that suits your needs for your demographic. We have built our reputation on creating the highest quality products in the market, allowing clients to increase profitability through sales growth and return visits.

Our graphic design team is the best in the country, offering you customized marketing tools to help bring your product to market. Among the marketing materials we produce are:

PROMOTIONAL ITEMS • E-MARKETING POS (POINT OF SALE):

Catalogues, Flyers, Price Lists & Stocked Item Lists



PRODUCT HANDLING PROCEDURES

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

• **WOWING YOU FOR OVER 40 YEARS** •



WE ARE GROWING!

We are pleased to announce our new retail & distribution location, now open to the public!

NEW! Head Office, Retail Outlet & Western Distribution Centre

3508 - 56 Avenue NW,

Edmonton, AB, T6B 3S7

Toll Free: 1.800.604.CAKE (2253)

Ph: 1.780.464.0303 • Fx: 1.780.467.3604

Bakery & Retail Outlet

174 Cree Rd., Sherwood Park, AB, Canada T8A 3X8

Eastern Distribution Centre

Unit 2, 110 Claireport Crescent,

Etobicoke, ON, Canada M9W 6P4

Ph: 1.416.674.0606 • Fx: 1.416.674.0608

⚠️ ALLERGY ALERT!

Please be advised that all WOW! Factor Desserts products contain (or may contain) the following allergens: Wheat, Dairy, Eggs, Peanuts, Tree Nuts, Soy, Sulphites. Please refer to individual nutritional declarations on our website for complete allergen details.

PRINTED IN CANADA 2023

WOWFACTORDESSERTS.COM

