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Creative cakes use aluminium foil containers for the perfect packaging

When German company Bäckerei Stiebling needed a sustainable pack to protect its **Cakees** range of innovative cake products it turned to **Constantia Flexibles**, who developed a sealed aluminium container system, which offers a shelf life of up to one year. The container and lid combination so impressed the Alufoil Trophy 2017 judges that it was presented with an award for Product Protection.

Using this packaging system means no cold chain is required, so no freezer in the outlets or defrosting by the consumer. The cake is immediately ready to serve, as it is always at ambient temperature and so contains no artificial preservatives.



Guido Schmitz, Director of Packaging Design in Consumer Health, Bayer, who led the judging, explained the decision to award a Trophy, "This attractive container system offered the client many options to make the product very consumer friendly. The lack of preservatives, natural ingredients and extended shelf life are big advantages in today's market. This is a packaging solution of high quality."

There is an excellent combination of traditional recipes, modern food technology and high performance packaging, says Constantia. The cakes are ready to serve and the way they are produced – cooked in the container and then sealed – offers a high standard of hygiene. In addition the packaging means that new geographical markets could be opened up.

Steffen Stiebling, Managing Director of Bäckerei Stiebling on hearing of the award said, "Due to the unique characteristics of these alufoil containers, which are resistant to the baking process and sealable, the product can be sealed airtight instantly after the baking process. This gave us the opportunity to offer the consumer a very secure and tasty product and which we are delighted the judges recognised."

Cakees is a modern and mobile cake solution for any occasion and offering many different traditional recipes, according to the companies. The printed cardboard sleeve, with its defined openings, means the silver aluminium container is partly visible, so increasing the value perception of the product on the shelf.

The Alufoil Trophy is organised by the European Aluminium Foil Association. There are five categories – Consumer Convenience, Marketing + Design, Product Protection, Resource Efficiency and Technical Innovation. Judges also gave an award for Application Innovation. For 2017 there were 10 winners.

High resolution pictures can be downloaded and all winning entries can be viewed at www.alufoil.org

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The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of aluminium closures, alufoil semi-rigid containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.