

SPRING LAUNCHES

With temperatures rising and flowers starting to bloom, it's time to sweeten up the Spring days with a range of launches from leading bakers, Finsbury Food Group.

Bringing to the table an array of character celebration cakes, divine cupcakes and flavoured bites, there's a sweet treat for everyone.

March 2023

Mario Kart Celebration Cake

This Mario Kart character cake consists of a delicious sponge with a generous layer of raspberry jam and a sweet filling, covered with soft icing and finished with edible Mario and Luigi decorations.

Bringing more fun and entertainment to the celebration, a sticker collar and colour in scene are also included.

Available from w/c 6th March, in Asda, Tesco and Nevilles. RRP £12.00



April 2023

TGI - Strawberry & Chocolate Milkshake Cupcakes

Love a TGI's traybake? We're ecstatic to introduce TGI's cupcakes! A flavoursome duo of top filled cupcakes inspired by TGI Fridays' classic milkshakes: Strawberry and Chocolate. Elegantly piped with flavoured frosting and a new cake format from TGI's, grab a pack of six this spring.

Strawberry: Soft sponge topped with strawberry cream cheese flavour frosting, edible crunchy decorations & strawberry sauce.

Chocolate: Chocolate sponge topped with chocolate frosting, fudge pieces & chocolate sauce.

Available in Tesco from mid-April. RRP £4.50



Peppa Pig Celebration Cake

For all those parents of Peppa Pig obsessed children, we've got your back!

Featuring both Peppa and her little brother George, this celebration cake is bound to get those little ones smiling. Whether it's a themed bash or modest tea-party, this sponge sandwiched with raspberry jam and sweet filling, covered with soft icing and edible character decorations of the loveable little piggy's is a perfect choice.

Available in Tesco from mid April and Asda from mid May, with an RRP of £12.50



Bluey Celebration Cake

Decorated with the loveable pup Bluey, this celebration cake is a scrumptious sponge with a layer of raspberry jam and sweet filling and covered with soft icing. Perfect for children's parties and celebrations alike, this colourful and energetic cake will be a hit with ~~those~~ preschoolers and beyond.

Available in Tesco, Asda and Morrisons from mid April, RRP £12



The Little Mermaid Celebration Cake

Just in time for the new movie release from Disney and perfect for kids birthday parties planned for this summer, this immersive 3D Little Mermaid cake features Ariel taking centre stage and surrounded by a deep sea scene.

With a traditional sponge, a layer of raspberry jam and sweet filling covered with colourful icing, everyone's bound to love this classic character cake.

Launching soon in Asda, Tesco and Morrisons with an RRP of £13.00



Harry Potter Celebration Cake

For the fans of the Wizarding world, this cake has you covered! Featuring the four houses that make up the Hogwarts School of Witchcraft and Wizardry, the shield shaped cake is a superb choice for all those Potterheads out there. With a layer of chocolate filling sandwiched between two layers of scrumptious chocolate cake and covered with soft icing in the shape of the Harry Potter shield.

Available soon in Asda and Tesco with an RRP of £14



Thorntons Salted Caramel Bites

Adding to the existing range of popular bites from renowned chocolatier, Thorntons, these Salted Caramel Bites tap into that beloved flavour profile which blends the both blondie and brownie. Perfect for upcoming celebrations or just a mid-afternoon sweet treat, the individual bites are shoulder coated with mouthwatering Thorntons chocolate.

Launching in Tesco in April and Asda and Sainsburys in May, with an RRP of £1.85

