



Cake company revives baking in a box

This Christmas the Cornish based Incredible Fruitcake Co. is reviving the practice of baking cakes in a wooden box, having discovered that this traditional method produces exceptionally tasty and moist results.

Indulge yourself this Christmas with a traditional fruitcake made the old fashioned way - by hand and cooked long and slow in a box to a family recipe. Only the finest ingredients are used, with no additives, supplements or preservatives. Cornish free-range eggs and locally produced butter are used along with the finest French brandy and sumptuous dried fruits from around the world. Once baked, the cakes are allowed to mature for a month before they go on sale.

The cake box can be re-used time and time again to bake a whole range of fruitcakes at home. All you need to do is to line the box with greaseproof paper and cook as normal. It comes with a slide-on lid to help keep cakes fresh after they've been baked. The Incredible Fruitcake Company's cake box is made in wood from sustainable managed forests and is completely recyclable. Each box comes with a recipe booklet and guidelines on how to care for your box. Once it has been used several times the box turns a lovely, rich, golden colour.

"Our box bakes fruitcakes very evenly and produces beautifully moist cakes," says Mary Galbraith, partner in The Incredible Fruitcake Company. "I've got quite attached to my own box and have been trying out a whole range of fruitcake recipes. Being the generous people we are, we want to share this baking experience and think lots of people will enjoy being converted to baking in a box."

The Incredible Fruitcake Co. cakes make ideal, unusual and thoughtful gifts. Cakes can be posted to you directly or gift wrapped to friends and family for Christmas. To place an order visit: www.incrediblefruitcake.com or call 01579 350 086.

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Note to Editors

For further information please call Stephanie Moore tel: 01363 860070, email: stephjcmoore@yahoo.co.uk

- The Incredible Fruitcake Company is based in Cornwall and was set up in 2004 by Mary Galbraith and Debbie Swift.
- A small original fruitcake in a box is available via mail order (price £20.00)