

## Press Release

### DECOCINO New Product Launch Organic quality sugar paste

*Instead of Grandma's apple pies, cupcakes and intricately designed tarts are making their way to the tea table more and more. The new style of creative baking is on an upward trend, particularly with a younger audience, and, with its Cabioke organic sugar paste, Dekoback now offers the chance to enjoy decorative products in organic quality.*

The baking market has been in a state of flux for years. Traditional baking products are seeing an ongoing decline in demand: instead, colourful decorations, edible cake toppings and sugar paste are taking over on the supermarket shelves. The new interest in baking has also transformed the target audience to include many more young bakers, and this transformation is down to the many baking bloggers and YouTubers who share their ideas – and their baking creations – digitally. Baking videos in particular are enjoying massive popularity. Europe's most successful baking YouTuber is Sally Özcan, and her German-language YouTube channel "Sallys Welt" ("Sally's World") has over a million subscribers, with her videos being watched over 15 million times per month.

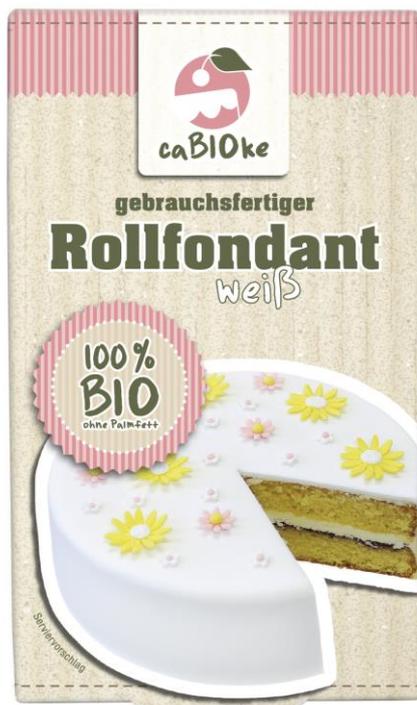
With such a high level of interest in baking, it's no wonder that the "creative baking ingredients" segment has also experienced dynamic growth in the retail sector. In 2016, it reported double-digit growth with new, trendy products constantly being launched.

With Cabioke's organic sugar paste, nutrition-conscious baking enthusiasts can make their creative baking ideas a reality.

With Cabioke's organic sugar paste, nutrition-conscious baking enthusiasts can make their creative baking ideas and try their own versions of the recipes from Sallys Welt and other baking bloggers.

Cabioke sugar paste is easy to work with. It is extremely elastic, which means that it resists tearing and adapts its shape to fit any cake exactly. Cabioke sugar paste is free from palm oil and certified as organic in accordance with the DE-ÖKO 022 standard.

Cabioke organic sugar paste is available from March 2017 in leading specialist and grocery stores.



### **Cabioke organic Sugar Paste**

Contents: 250 g

Recommended retail prize €3,99 Euro

### **About DEKOBACK and DECOCINO**

DEKOBACK GmbH from Germany specializes in developing and marketing edible and non-edible decorations for cakes and pastries under the DECOCINO brand. We have more than 500 trading partners and our products are sold in around 30,000 stores in more than 10 countries.

DEKOBACK GmbH has a strong licenced product range in baking and cake decoration products including Star Wars, Disney, Pixar, Dreamworks, Mattel and Marvel Films.

Sugar pastes, food colouring pastes, writing icings, sugar sprinkles and fancy edible decorations made from sugar and wafer paper complete the extensive range.

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DEKOBACK GmbH and DECOCINO have a true passion to inspire both occasional and frequent bakers with easy to use products and great product ideas. Our aim is to supply our consumers with the products to encourage them to realize their baking creativity.

**For further information please visit:**

[www.dekoback.com](http://www.dekoback.com)

<https://www.facebook.com/dekobackgmbh/>

[https://www.instagram.com/dekoback\\_gmbh/](https://www.instagram.com/dekoback_gmbh/)

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DEKOBACK GmbH  
Reichartshausen, 05.04.2017.