

Press Release



DECOCINO edible glue named top innovation 2016

The edible, easy to use DECOCINO glue have received the highest score for dry goods at the "2016 Product Innovation Prize" awarded by the Austrian Handelszeitung retail sector journal in the category of "Flour desserts and baking ingredients."

The innovative product has been winning over baking enthusiasts and buyers for food retailers with clear product benefits. The edible glue is easy to use, with a neutral taste. It sticks quickly and securely and is highly profitable. Attaching sugar, fondant, marzipan, modelling chocolate, edible paper or wafer baking decorations to cakes, muffins, and the like, becomes child's play. DECOCINO edible glue is therefore the ideal addition to the creative baker's toolset.

As an independent journal for the food retail sector in Austria, Handelszeitung prepares an annual ranking of the most innovative products, which is based on the assessments of buyers for leading Austrian food retailers.

With cumulative growth of 14%, creative baking products are the highest-growth sector in the baking products market in Austria. Dekoback offers innovative products to allow traditional food and specialist retailers to keep up with current trends. With a range that extends to over 100 products, the company is the driving force behind growth in the segment, including in Austria. In addition to its constant innovation, this growth is attributable to the company's close collaboration with Germany's best-known YouTuber and food blogger, Sallys Welt ("Sally's World"). Sally is the well-known and highly effective brand spokesperson for DECOCINO products with over 15 million monthly viewers.



DECOCINO edible Glue

Contents: 18 g

Recommended retail prize €1,99 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.

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

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

https://www.instagram.com/dekoback_gmbh/

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