

Press Release

Sally and DECOCINO on TV DECOCINO brand ambassador Sally gets her own show on VOX



YouTube star Sally starts baking and decorating on TV in a Decocino production. From 26.11.2017 Sally stars in a new program entitled “Sally Bakes” with the private channel VOX, just in time for the festive period!

With almost 12 million viewers each month on her YouTube channel “Sally’s World”, baking star Sally will work in collaboration with VOX to excite and wow baking fans who are not already familiar with her channel.

In her new VOX show “Sally Bakes”, she invites young guests between 8 and 18 years old to bake with her. During the show, Sally will provide inspiration and know-how on baking a special cake for whoever the guest wishes, be it the grandmother, the parents of even the

best friend. At the end of each show, the finished cake will be presented as a surprise.

Sally's guests will be joined by her two daughters and her husband, Murat.

Sally's family also support the baking star in her YouTube videos. The festive cakes will be iced with the DECOCINO Rolled Fondant. Figures for the cakes are modelled by Sally with the DECOCINO DecoChoc and other DECOCINO products will also feature in the show.

"Sally Bakes" can be viewed on VOX from 26.11.2017 at 3pm.

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 licensed 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.decocino.com

www.dekoback.com

www.facebook.com/dekobackgmbh

www.instagram.com/dekoback_gmbh

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