

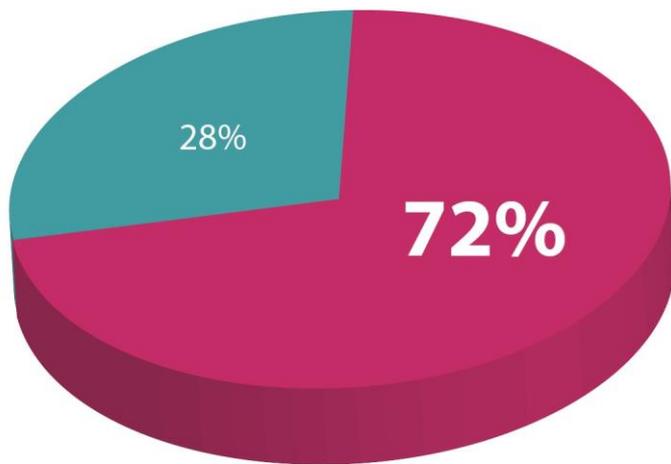
Press Release

The youngster creating a stir

Dekoback 2018 strong seller in the cake decoration segment in Germany

Anteil am Umsatzwachstum 2018

im Segment Sonstige Backartikel/Dekoartikel*



* Nielsen Market Track, Sonstige /Dekorartikel, Umsatz im Vgl. zum Vorjahr, YTD Januar 2019, Grafik: Dekoback

■ Dekoback
■ andere

Helmstadt-Bargen, 06.02.2019. In just five years, Dekoback has established itself as a leading provider of cake decorations for food retailers and drugstores in Germany with a blend of trendy packaging, exciting product innovations, social media campaigns and high-reach partnerships, including Sally the food blogging star. The market segment grew by approx. € 1.4 million in 2018 compared to the previous year. Around € 1 million of the increase in sales was generated by Dekoback. This figure corresponds to 72% of the increase. The “Decocino” baking brand has made this recently founded company a strong seller in the sector.

Dekoback GmbH was founded in 2009 as a trading platform dealing solely with non-food baking goods. During 2012 the company began to specialise in the development and sale of edible and non-edible decorations for baked goods. Online trading with non-food baking articles has been suspended in the meantime.

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Dekoback's own "Decocino" brand focusses on baking decorations and ingredients developed by our own specialists. Edible butterflies, flowers, unicorns, teddy bears & co., sugar pearls and sprinkles, muffin and cake discs, rolling fondant and food colouring pastes have been developed to appeal strongly to a target group enjoying creative, customised baking. Baking items based on famous films such as Star Wars and Frozen are also part of the range, as are new, smart versions of traditional additives such as vanilla extract, non-stick baking spray and food adhesives.

Dekoback home baking products are sold to customers under the brand name "Decocino" primarily through domestic and foreign trading partners in the stationary food retailing business. The organic baking brand "caBIOke" has also been on the market since 2016. Decocino products can be purchased in many retail outlets in German speaking countries, including Edeka, Globus, Kaufland, Markant, Migros, Mueller, Penny, Real and Rewe. The products are sold at around 30,000 outlets worldwide.

Decocino is a registered trademark of the Dekoback Company.

Further Information

www.dekoback.com

www.decocino.com

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