

Heavenly Cakes available in Selfridges

Submitted by: Heavenly Cakes

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Heavenly Cakes are delighted to announce their cakes will be available to buy in Selfridges! The launch happens Thursday 2nd August & Nigel Green from Heavenly Cakes will be in the Food Hall on launch day & the following day offering free samples to the public.

Selfridges are launching four Heavenly Cakes lines: Eton Mess, Lemon Meringue, Toffee Crisp & Cappuccino. All cakes will be displayed in 'towers' on the Selfridges food counter giving a prominent visual presence to these new products.

Nigel Green is very excited to be supplying Selfridges "We have worked very hard to be in a position to talk to Selfridges. They were very impressed with the quality & innovation we bring to our cakes & moved quickly to launch us while the Olympics were on."

Heavenly Cakes are based in Stevenage, Hertfordshire & have been making cakes for sale to customers such as the National Trust & Whole Foods Markets for over five years. They also have an online shop (<http://www.heavenlycakes.co.uk/cakes>).

Our commitment to producing great tasting, indulgent cakes with completely clean, high-end ingredients is reflected in Selfridges swift & efficient handling of our transfer from potential supplier to launch.

We have introduced many new lines this year already to mark the Jubilee & Olympics & have exciting Christmas lines in development. We intend to work with Selfridges to develop exclusive cakes for their customers in the near future.

Nigel will conduct free tasting in Selfridges Food Hall on 2-3rd & again on 9-10th August from midday. For more information please call 01438 721880 or email nigel@heavenlycakes.co.uk