

FROZEN TO CHILLED

Thaw & Sell cakes

UNDER YOUR BRAND



Eesti Pagar



We believe that everyone deserves a delicious piece of cake every day.

Introducing our wide range of cakes, conveniently packaged in sizes ranging from 250g to 400g, making them an ideal choice for one-time consumption for individuals and small families seeking a delightful treat.

At our bakery, we prioritize both quality and cost efficiency. That's why we produce cakes in large batches, ensuring consistent excellence, high stability and savings in production costs. We use only the best ingredients in our products, sourced from trusted suppliers!

To preserve the cakes' freshness for an extended period without relying on excessive additives or preservatives, shock-freezing takes place during the production process. The cakes are rapidly cooled to an impressive -36°C and then carefully stored below -18°C , locking in their flavors and textures.

Thanks to our effective production methods and dedication to affordability, we are proud to offer these delicious cakes at a lower shelf price per package. This means you can enjoy our sweet treats as part of your everyday routine, while we ensure ongoing availability and consistent sales.

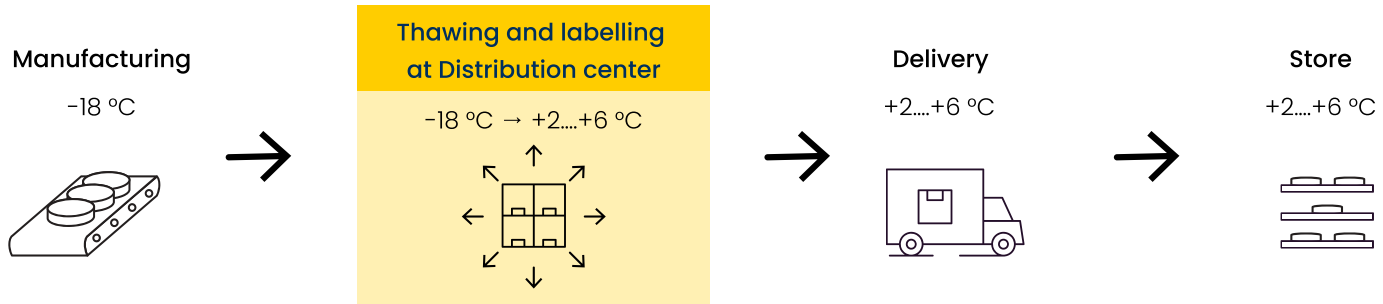
Treat yourself and your loved ones with our irresistible cakes! They are made with care, frozen for freshness and priced for your satisfaction. Experience a delicious treat whenever you feel like it, without compromising on quality or your budget.



We have developed and successfully implemented different concepts to match logistic possibilities and expectations of distributors and retailers.

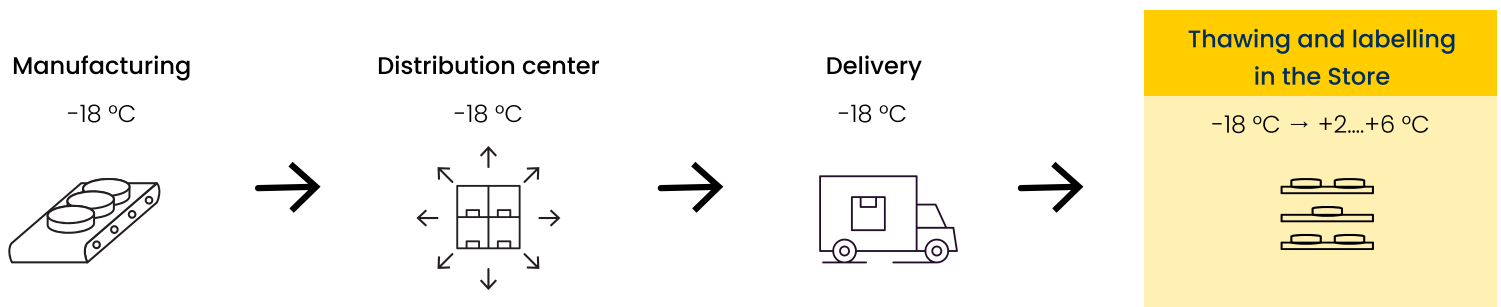
1. - Thawing and Best Before labelling at Distribution center

To guarantee stable supply and better freshness, cakes are thawed at the distribution center according to orders recieved from the stores. Best Before dates are applied while cakes are being thawed at +2...+6°C before delivery to the stores.



2. - Thawing and Best Before labelling in the Store

To minimize risk of delivery gaps, guarantee maximum shelflife period, and minimize waste, cakes are thawed directly in the stores based on the actual demand. Best Before dates are applied while cakes are being thawed at +2...+6°C, usually overnight.



No waste concept

Defrost as much as you need and avoid waste

Discover the remarkable benefits of our frozen cakes across the entire supply chain, delivering advantages to every party involved while supporting waste reduction. Our innovative approach gives you full control to optimize your operations efficiently.

By maintaining an adequate surplus of our frozen cakes in stock, you eliminate the risk of short expiry dates and ensure the perfect quantity is always available. When needed, simply thaw the cakes by taking them from the freezer to a chilled environment for about 10 hours, often overnight.

Thawing can be done conveniently either at the distribution center or at the point of sale, offering flexibility to suit your specific needs. Importantly, the shelf-life countdown begins at thawing, not production, guaranteeing maximum freshness for your customers.

By controlling the defrosting process, you can precisely manage the daily thawed cake quantities, achieving an ideal balance between product availability and minimizing waste. This means less unnecessary loss and more efficient inventory management. Ultimately, your customers enjoy the freshest cakes with a longer remaining shelf life.

Experience the difference of our Thaw & Sell cakes – a solution that enhances efficiency, reduces waste, and delivers exceptional taste at every step of the supply chain. Elevate your operations and delight your customers with the freshest cakes available!



Plate cakes



Apricot cake 310g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	4 days

A light sponge base topped with a layer of white curd cream and a hint of apricot-flavored curd cream. Finished with a smooth apricot jelly topping.



Lemon-lime cake 350g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	5 days

Soft cake base with sour cream and lemon cream, filled with a tangy lemon center. Finished with lime zest and lime jelly topping.



Forest moss cake 300g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	5 days

Light spinach sponge layers filled with a sour cream and whipped cream blend. The center is enriched with raspberries, and the top is sprinkled with sponge crumbs and a touch of red orange zest.



Brownie cake 300g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

A rich and moist chocolate loaf cake, filled with chocolate chips and topped with a soft chocolate glaze.



Forest moss cake

Plate cakes



Honey cake 350 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Traditional multi-layered biscuit cake with rich honey and sour cream filling.



Carrot cake 300 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Spicy and juicy carrot cake, covered with cream cheese and cream layer.



Napoleon cake 400 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Multi-layer puff pastry cake with vanilla flavoured custard cream and cranberry jam.



Britta cake 300 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	4 days

Cake with two sponge layers and one layer of strawberry flavoured cream made of whipping cream and sour cream, with added raspberries. Cake is covered with airy meringue and decorated with powdered sugar.



Carrot cake

Plate cakes



Passion fruit cake 350 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Double layer cream cake with passion fruit puree. The cake is covered with passion fruit jelly and decorated with passion fruit seeds.



Blueberry cake 340 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	5 days

Soft and juicy blueberry cake with two creams. Purple sponge coloured with plant extracts, filled with blueberry yoghurt, sour cream and whipped cream. Cake is covered with blueberries, blueberry puree and jelly.



**Lemon and curd cake
370 g**

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	4 days

Curd cream cake flavoured with lemon and lime. Crispy short crust base and soft sponge base combined with a layer of white chocolate and lemon praline filling. Decorated with yellow jelly circles.



**Mango and chocolate
cake 300 g**

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

A crispy salty praline layer with white chocolate, cookie crumbs and almonds is added between the chocolate sponge bases. Middle layer is cream cheese with natural mango puree and cake is decorated with mango jelly.



Blueberry cake

Plate cakes



Chocolate cake 250 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Chocolate cake on a sponge base with chocolate cream filling. On the surface covered with dark chocolate and crispy cookie pieces.



Capital cake 350 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	5 days

Double layer cake of dark cocoa kefir sponge, between layers rich sour cream filling, surface covered with chocolate flavoured dark glaze.



Mocha chocolate cake 250 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Chocolate cake base flavoured with coffee, covered with cocoa glaze and decorated with colourful cake sprinkles.



Cappuccino cake 220 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Coffee mousse between cocoa sponge bases and vanilla-flavored whipped cream on top. Decorated with chocolate truffle stripes, milk chocolate pieces and powdered sugar.



Cappuccino cake

Plate cakes



Strawberry cake 380 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	14 days

Two cake bases combined with apple filling. Cake is covered with vanilla flavoured cream, strawberry pieces and red jelly.



**Raspberry-blueberry cake
380 g**

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	14 days

Two cake bases combined with apple filling, covered with vanilla flavoured cream, raspberries and blueberries and red jelly.



**Strawberry cream cake
300 g**

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Light sponge bases with lactose free whipped cream in between. Cake is covered with strawberry slices and red jelly.



**Strawberry and rhubarb cake
320 g**

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	5 days

Soft and juicy cake with rhubarb pieces and whipped cream between sponge bases. Cake is topped with strawberry slices and red jelly.



Strawberry cream cake

Plate cakes



Raspberry-blueberry cake
240 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Pound cake with raspberries and blueberries, covered with cake streusel.



Rhubarb cake 230 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Sweet and sour baked pound cake covered with rhubarb filling and rhubarb pieces. Covered with crumble.



Apple cake 230 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Baked pound cake covered with apple pieces and vanilla flavoured filling. Decorated with crumble.



Apple lingonberry cake
200 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Baked pound cake, covered with apple pieces and tart lingonberries, seasoned with sugar and cinnamon sprinkles. Powdered sugar for decoration. This cake does not contain animal ingredients and is suitable for vegans.



Apple lingonberry cake

Many wholesale companies and retail chains from Nordic, Eastern and Western European countries have chosen us as a reliable partner for production of frozen bakery products under Private Label.

**PRIVATE
LABEL**

General Private Label conditions:

- Minimum production batch starts just from 5 pallets/SKU (1200 cakes).
- Minimum package label/ wrapper print run starts with 10 000 units/SKU.
- Printed labels/ wrappers should be used within max. 1 year period.
- Cost of printing plates and unused packaging material to be covered by Private Label owner.



Create your own cake range in 3 easy steps

Step 1: Select from our delicious flavor options.



Step 2: Select your preferred plastic packaging from two available options – both 100% recyclable. Customize your product look with a wrapper or label that fits your brand identity.



Step 3: Decide which box model best fits your logistics needs:

Open box for fast-moving items, offering easy handling and quick shelf placement.

Closed box provides added protection for longer transportation and storage cycles.



4 cakes per box

160 boxes per pallet

pallet height = 1,75m



9 cakes per box

88 boxes per pallet

pallet height = 2,00m

Your product line is ready!

Large plate cakes



Honey cake 1000 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Traditional multi-layered biscuit cake with rich honey and sour cream filling.



Capital cake 1100 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	5 days

Double-layer dark biscuit cake with rich kefir and sour cream filling. The top surface is covered with a dark glaze.



Napoleon cake 1200 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Napoleon cake is a classic delicacy made of very thin and flaky puff pastry layers, enriched with cranberry jam and delicious custard cream between the layers. Melts in your mouth!



Passion fruit cake 1000 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Double layer cream cake with passion fruit puree. The cake is covered with passion fruit jelly and decorated with passion fruit seeds.



Strawberry cream cake 900g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
365 days	7 days

Light sponge bases with lactose free whipped cream in between. Cake is covered with strawberry slices and red jelly.



Capital cake

Swiss rolls



Chocolate swiss roll 350 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	7 days

Swiss roll made of dark cocoa sponge and filled with light brown cocoa creme. Decorated with dark glaze stripes.



Raspberry swiss roll 300 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Raspberry swiss roll purple sponge is coloured with plant extracts. The sour cream and whipped cream filling is flavoured with raspberry jam and freeze-dried raspberries. Roll is decorated with pink glaze stripes.



Cranberry swiss roll 300 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	7 days

Swiss roll filled with airy cranberry creme. Surface covered with white vanilla glaze stripes.



Cheesecake roll 350g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	4 days

A sponge roll filled with creamy curd filling, topped with a sprinkle of powdered sugar.



Raspberry swiss roll

Round cakes



Caramel cake 600 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Three lactose free sponge bases is layered with toffee filling and vanilla flavored whipped cream. The cake is covered with toffee and the edge is decorated with whipped cream rosettes.



**Strawberry curd cake
730 g**

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Two cocoa sponge bases and one light sponge base, layered with strawberry curd cream and strawberry jam. Coated with strawberry jelly and decorated with whipped cream rosettes. The side of the cake is covered with chocolate chips.



Curd cake 830 g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Vanilla curd cream added between three sponge bases. A dark glaze is drizzled on the bottom. Side covered with chocolate flakes. The cake is decorated with curd cream and glaze chips.



Strawberry curd cake

Small round cakes

NEW
format
ø14 cm!



Salted caramel cake 410g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

A soft cocoa sponge with crispy caramel-milk chocolate and smooth honey-almond mousse, plus a hint of tangy pomegranate. Topped with salted caramel, caramelized popcorn, and golden wafer crumbs for a perfect balance of flavors.



Lingonberry-cream cheese cake 460g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Crunchy digestive biscuit base, creamy cheese filling with whipped cream and lingonberry purée, topped with crisp white chocolate, pink rosettes, dried raspberries, and glaze triangles – a delightful treat in every bite.



Chocolate mousse cake 430g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

Rich cocoa pound cake with silky milk chocolate and airy white chocolate mousse, topped with dark glaze, crisp pearls, and a white chocolate drizzle – a chocolate lover's dream come true.



Red velvet cake 540g

Best Before at -18 °C	Shelf life after thawing at +2...+6°C
270 days	5 days

A perfect harmony of rich red velvet layers and tangy cream cheese mousse, fully coated in vibrant red crumbs and finished with a delicate white decoration for a romantic touch.



Lingonberry-cream cheese cake

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Eesti Pagar AS
Tööstuse 34, 72720, Paide, Estonia
<https://export.eestipagar.ee>
export@eestipagar.ee