

24 September 2024

**Cake Box Holdings plc**  
("Cake Box" or the "Company" or the "Group")

**Cake Box Collaborates with Nutella to Develop and Launch Five New Products**

Cake Box Holdings plc, UK's largest retailer of fresh cream celebration cakes, is pleased to announce that it has collaborated with global hazelnut spread brand, Nutella, to develop and launch "Cake Box's Nutella Collection", a lineup of five new products for the UK market.

In developing the products, Cake Box and Nutella have combined their expertise to craft an exciting range of items that will be available in Cake Box stores nationwide. Each new addition has been meticulously designed to incorporate Nutella's signature creamy texture and rich, cocoa and hazelnut flavour into Cake Box's delicious egg-free treats.

The new product line-up includes:

1. Two Nutella Glazed Berry Naked Cake (8" and 6") - A vanilla sponge cake with Nutella spread, topped with crunchy hazelnuts and fresh berries
2. Nutella Berry Cheesecake - A creamy chocolate biscuit base creamy Nutella spread with fresh berries and crunchy hazelnuts
3. Nutella Chocolate Flake Cupcake - A vanilla sponge cupcake topped with Nutella, hazelnuts and chocolate cupcakes
4. Nutella Glazed Strawberry Slice - A vanilla sponge with Nutella spread, fresh cream, chocolate drizzle, hazelnuts, strawberries and milk chocolate cigarillos

**Sukh Chamdal, Co-founder and Chief Executive Officer, said:** "We are thrilled to partner with Nutella, a brand that resonates with dessert lovers across the globe. This collaboration aligns perfectly with our mission to deliver exceptional quality and delicious taste for our customers. We are confident that these new products will inspire and delight our customers as they celebrate life's special moments."

The new product line is available for purchase at all Cake Box locations and online at: <https://www.cakebox.com/celebration-cakes/by-flavour-theme/nutella.html>

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