

Press release

Geislingen, February 2019

Wow from within

The new KAISER Inspiration baking pan with wow factor

Personalized baking 2.0. Every passionate baker has a selection of baking pans, each one perfect for a special occasion: a bundt cake pan for birthdays, a muffin tray for parties, and a for Easter. But one pan in particular is most certainly missing from their collections: the KAISER Inspiration Loaf pan with heart insert. Cakes with hidden-shapes are everywhere these days, but this new addition to the KAISER range takes the trend to a completely new level. Creating a heart-shape inside a cake has never been easier thanks to the pan's silicone mould. Gone are the days of cutting small hearts individually; now the heart can be put into the baking pan, all in one piece.

Love is in the air

So how do you get the heart into the cake? Simple! First, put a part of the mixture into the long, heart-shaped silicone mould and bake it in the oven. Thanks to the mould's high-quality and robust material, the dough is baked evenly. And when it's done, the heart can be easily removed from the silicone form. In the meantime, fill the non-stick baking pan with dough until it's a third full. Place the finished heart-shape into the baking pan, pour the rest of the mixture over the top of the heart, and bake in the oven. Voilà! Your guests will be in for a wonderful surprise when they see you cut the cake – and their hearts may flutter a little, too! The pan's rounded corners and edges make for easy cleaning – giving you some extra time to spend with your loved ones.

Because it comes from the heart

For an extra dose of love, add beetroot juice to the heart mixture before baking it in the silicone mould. And try adding a pinch of chilli salt and caramel to the main cake dough for an explosion of flavour! The heart-shaped surprise at its centre makes the cake a highlight even without extra decoration – but if decorating is your thing, you can cover it with chocolate lettering or pink icing.

Product range and material

KAISER Inspiration loaf pan with heart insert

Material: Baking pan made of non-stick coated steel,
heart mould made of 100% platinum silicone

Size: 25 cm x 13 cm

Available from: July 2019



About the KAISER brand

The KAISER brand is all about a passion for baking and a love of home cooking, as well as inspiration, creativity and pleasure. For 100 years, the brand has been a reliable partner for the home baker. It offers suitable equipment for each stage of the baking process: preparing, baking, decorating and serving. This includes baking pans and accessories for sweet and savoury baking as well as classic and modern cakes with creative fondant decorations. The KAISER brand is part of the WMF Group headquartered in Geislingen an der Steige, which has belonged to the French Groupe SEB consortium since 2016.



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