



## NEWS RELEASE

### THE PATISSIER LAUNCHES NEW RANGE OF FROZEN MOUSSE CAKES

*The Patite Patisserie Brand of Cakes will be sold at leading Supermarkets*

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**Singapore, 13 July 2010** – Singapore’s premier patisserie, The Patisserie, has launched a diffusion brand in line with a fresh addition to its lineup of French-styled pastries and cakes. Called Patite Patisserie, the brand will comprise a new range of frozen mousse cakes that promise to offer dessert fans greater convenience and more dessert options.

The launch of the cakes will establish Patite Patisserie as the first Singapore confectioner to produce frozen mousse cakes for the mass market. Customers can choose from the assortment of luscious flavours -Chocolate Praline, Mango

and Strawberry. Chocoholics will rejoice in the intense flavour of the chocolate and praline mousse cake as ingredients used includes Valrhona praline paste and Barry Callebaut chocolate. Fans of fruity flavours will savour the silky smooth texture of the mango and strawberry mousse cakes, which are made using Capfruit fruit puree, a premium puree using natural ingredients from France. The Patite Patisserie cakes comprise of chocolate or vanilla sponge cake bases sandwiched between layers of velvety flavoured mousse. The Mango and Strawberry mousse cakes are topped with a fruity glaze that give the cakes a delectable appearance.

The cakes can also be personalised to suit a variety of occasions. They are sold undecorated to give consumers the option of personalising their cakes to suit their individual needs, and the opportunity to show off their artistic flair using Patite Patisserie décor kits that are sold separately.

Ms Tan Siang Oon, Co-founder of The Patissier says: “There has been a growing increase in the number of consumers requesting for customised cakes. We do believe that this trend will further evolve and move towards more consumers personalizing their cakes at home. Patite Patisserie will help fill the current gaps in the market to meet this increasing demand by providing tasty cakes made from premium ingredients that can be easily decorated from the comforts of their own homes.”

Produced in Singapore, these frozen cakes contain Trehalose, a product similar to sugar, that helps retain moisture within the cakes. The innovative product packaging and the use of “quick freeze” technology also allows the cakes to stay fresh for up to six months. The use of this technology was the result of a joint collaboration with a team of food technologists from the Singapore Polytechnic’s Food Innovation & Resource Centre.

Miss Deborah Wong, Food Technologist and project leader said: “As a Centre of Innovation for food enterprises, FIRC helps businesses like The Patisserie overcome challenges faced in product developments and streamline processes to create high-value quality products. Specifically for The Patisserie, we recommended the use of a quick freezing method to eliminate the formation of large ice crystals which could compromise the original taste of their frozen mousse cakes upon defrosting.”

The launch of Patite Patisserie is also in line with The Patisserie’s plans to expand the business. The company is also exploring venturing into franchise opportunities in the foreseeable future

Each of the mousse cakes retails at \$25 for a 500 gram round cake. Patite Patisserie’s range of frozen mousse cakes is currently available online at [www.patitepatisserie.com](http://www.patitepatisserie.com) and can also be purchased at Meidi-Ya supermarket. The company is also in negotiations with several other supermarkets to bring the frozen mousse cakes to their shelves. .

For enquires or orders, please call the Patite Patisserie hotline at 6570-8266 or visit [www.patitepatisserie.com](http://www.patitepatisserie.com)

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#### **About Patite Patisserie**

Patite Patisserie is the diffusion brand of The Patisserie, Singapore’s leading boutique patisserie, specialising in cakes and pastries handcrafted in traditional French style. It extends its culinary expertise to a new range of frozen mousse cakes called Patite Patisserie, marking the first time mousse cakes are available in Southeast Asia from the refrigerated section of a supermarket.

Produced with premium ingredients and containing no preservatives or artificial agents, Patite Patisserie’s range of products is unique in offering convenience as well as a freshly-baked taste – made possible through the use of Snap Freeze technology and innovative packaging. For more information on Patite Patisserie and its range of products, please visit [www.patitepatisserie.com](http://www.patitepatisserie.com).

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