





MADE IN ITALY
WITH *Love*



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ABOUT



Cake On by Genny Varallo is a small and charming Italian pastry shop nestled in Pescocostanzo, in the Abruzzo region.

Here, in this valley surrounded by majestic mountains, you can breathe in fresh air, marvel at stunning nature and feel the love and connection to the Earth.

Here is where my family resides and where my passion for cooking and creating sweets was born.

Everything I craft reflects the essence of this place: made with pure love, using natural high-quality and carefully sourced ingredients, respecting traditions while always seeking for innovation and integration.



The Cake On logo is born from an ancient drawing characterized by outlines traced with old nails and charcoal lines, which was depicted on one of the load-bearing walls of the premises, now the pastry shop, dating back to the 1400s. According to research, it represents "the flower of life", a symbol known worldwide in its various forms as a powerful symbol of harmony, balance and perfection.



TRADITIONAL ABRUZZESE BISCUITS

*Biscuits that capture the
confectionery tradition of
Abruzzo.*

Pizzelle

Mostaccioli

Mostaccioli with sour cherry

Scaglie

Amaretti

Cantucci



PIZZELLE

Historically, **pizzelle** were wedding sweets, prepared and offered to all guests who, on the occasion, visited the dowry displayed by the bride. However, the preparation of this biscuits has later extended to all kinds of religious and civil celebrations. The ingredients used are simple, and as tradition dictates, this biscuit is baked one at a time by placing the dough between two iron plates, reaching very high temperatures that allow for long preservation.

There is no certain information about the origin of this biscuit, but the tradition of forging the irons with the family crest or the owner's initials on one side and the manufacturing date on the other side allows us to affirm that by the end of the 1700s and the beginning of the 1800s, the irons for baking **pizzelle** were widely present in Abruzzo families and were then passed down as an inheritance along with the precious recipe.



PIZZELLE



Biscuits typical of the confectionery tradition of Abruzzo with the aroma of orange, lemon, mandarin, cinnamon and vanilla.

PACK SIZE:

400g - 9 biscuits

Customisable quantity on request

Date of Minimum Durability (DMD)
9 months





MOSTACCIOLI

Mostacciolo is an ancient sweet known since Roman times. These biscuits were prepared to be given as gifts to guests returning to their homes. It represented a greeting, delivering to them something exceptionally delicious.

Abruzzese mostaccioli are soft and delicious, made with flour, sugar, chocolate, almonds, hazelnuts and cocoa. The dough is left to rest for at least 12 hours before being rolled out and cut into diamond shapes . After baking, the biscuits are glazed with dark chocolate.

Cake On also offers an innovative version with a sour cherry center.

MOSTACCIOLI



Mostacciolo is a true artisanal biscuit from the Italian tradition.

Respecting tradition, **mostacciolo** is handcrafted, individually shaped and cut, baked, and then glazed with dark chocolate.

In the filled version, only a sour cherry center is added.



MOSTACCIOLI

MOSTACCIOLI

PACK SIZE:

250g - 10 biscuits

Customisable quantity on request

Date of Minimum
Durability (DMD)
6 months



MOSTACCIOLI WITH SOUR CHERRY

PACK SIZE:

250g - 5 biscuits

Customisable quantity on request

Date of Minimum Durability (DMD)
6 months



SCAGLIE



Scaglie are dry biscuits with an irregular shape derived from a mixture of coarsely chopped Piedmontese hazelnuts blended together with sugar, egg white, cocoa and cinnamon.

Light and crispy, they have a unique flavor given by the exceptional quality of the ingredients used.

AMARETTI

Amaretti are small, beloved biscuits widely enjoyed in Italy. The intense flavor of amaretti is specifically achieved through the combination of sweet peeled almonds and bitter almonds. The selections and quality of ingredients are crucial. Cake On exclusively uses Avola almonds, considered among the finest in Italy.



PACK SIZE:

250 g

Customisable quantity on request

Date of Minimum Durability (DMD)
6 months

CANTUCCI

Cantucci are dry biscuits with a traditional elongated shape, achieved by diagonally cutting the dough loaf after cooking. The cantuccino features a golden upper surface, resulting from the double baking process, and a distinctive internal structure characterized by the abundant presence of mixed nuts.



CLASSIC CANTUCCIO
with almonds, orange and
lemon zest



COCOA CANTUCCIO
with cocoa, hazelnuts and
cinnamon

CANTUCCI



LEMON AND PISTACHIO CANTUCCIO

with PDO Bronte pistachios from the
Trabocchi Coast

PACK SIZE:

Recycled plastic jar

250 g / 500g

Bag 250g

Customisable quantity on request



Cantucci are biscuits baked twice to achieve their typical crispy texture, which yields only when dipped. This characteristic allows them to be stored for a long time even after opening the package.

Date of Minimum Durability (DMD)
8 months

SHORTCRUST PASTRY BISCUITS

FROLLINI

*Biscuits typical of the
Italian tradition made with
just few simple ingredients:*

flour, sugar, and eggs.

*Exquisite and crumbly,
perfect to enjoy on their
own or to dip in milk, with
tea, or to accompany a
coffee break.*



FROLLINI

CLASSIC FROLLINI

with churned butter,
coated in dark
chocolate



FILLED
FROLLINI
with hazelnut and
coffee cream

FILLED
FROLLINI
with pistachio cream



FROLLINI

CHOCOLATE
FROLLINI
with pure cocoa mass



CARAMEL
FROLLINI
with brown sugar

5 CEREALS
FROLLINI
with oats and malt



FROLLINI

CINNAMON
FROLLINI
with pure cocoa mass



CITRUS-FLAVORED
LINGUE DI GATTO
with lemon and orange
zest from the Trabocchi
Coast

PACK SIZE:

Recycled plastic jar

250 g / 500g

Bag 250g

Customisable quantity on request

Date of Minimum Durability (DMD)

6 months



CAKE ON CAKES

*Lemons and Almond
Cake On*

*Pear and Chocolate
Cake On*

*Raspberry and
Pistachio Cake On*



CAKE ON CAKES

Lemon and Almond Cake On

This delicate and flavorful cake is composed of a base of sweet Avola almond shortcrust pastry, a thin layer of lemon compote and an almond frangipane.

The surface is covered with thin slices of toasted almonds that add flavor and crunch.



A cake weighs approximately 850 grams

Date of Minimum Durability (DMD)
6 months

CAKE ON CAKES

Pear and Chocolate Cake On

The pear and chocolate cake is an explosion of flavors and aromas.

Cubes of pear, enhanced with a touch of cinnamon and star anise, are placed on a shortcrust pastry base, melding together with dark chocolate chunks. The entire composition is covered by a PGI Piedmontese hazelnuts frangipane and a cinnamon shortcrust crumble.



A cake weighs approximately 850 grams

Date of Minimum Durability (DMD)
6 months

CAKE ON CAKES

Raspberry and Pistachio Cake On

This is a cake with a bold and balanced flavor, where the base consist of a delicate shortcrust pastry. The filling includes a thin layer of raspberry compote and a pistachio frangipane, all harmoniously covered with a delicious pistachio cream.



A cake weighs approximately 850 grams

Date of Minimum Durability (DMD)

6 months

ABOUT THE *Ingredients*

Cake On places great importance on using carefully selected and high-quality ingredients for the creation of its products.

Fortunately, Italy is a country rich in highly prized ingredients.

Starting with one of the fundamental ingredients in pastry: flour. Cake on exclusively uses "washed wheat flour". Washing the wheat allows us to obtain superior, naturally white, and fragrant flours.

Italian sugar with different grain sizes depending on the specific preparation to be made.

Butter churned from fresh cream.

Lemons and oranges, untreated, from the Trabocchi Coast, whose wonderfully fragrant peel is safe to consume.

Grade A fresh eggs, Italian and sourced from free-range hens.

PGI hazelnuts from the Langhe region in Piedmont, with a round shape, delicate and aromatic fragrance, boasting limited fat content for good shelf life.

PDO pistachios from Bronte characterized by an intense green color and a very strong aromatic note. These pistachios have a biennial harvest, allowing the plant to absorb from the volcanic soil the necessary substances to produce a fruit rich in aromas and an unmistakable flavour.

Avola almonds boast an intense fragrance and flavor thanks to the unique climatic conditions of the soil where they grow, making them among the most prized in the world.

Cake On, in these recipes, does not use honey, lard or any type of alcohol.

NOTES

CUSTOMIZACIONES

The strength of our company is enabling customers to personalize their products freely. It is possible to customize the size and shape of the biscuit.

Additionally, the packaging can be customized in term of shape, color and dimensions. We can also create a new product that caters to the taste and desire of the customer.

QUANTITIES

Minimum order quantities for selected products from the catalog are 50 Kg mixed. For customizations, the minimum quantity is to be evaluated based on the customization requested.