

## **Freshly baked cakes land at Dobbies**

### **Quarter variant flies off the shelves**

Dobbies Garden Centres has introduced a new 'Bakery to Go' offering for customers, just in time for the festive rush.

The new range, which is freshly baked in-store by the expert in-house team, offers a premium selection of cakes ideal for festive hosting and gifting.

Housed in convenient to-go boxes, Dobbies is offering a curated range featuring coffee and walnut; chocolate; lemon; and the classic Victoria sponge. However, since landing in the store, it is the quarter variant, which offers all four cake varieties in one, which has proven a huge hit with customers.

Customers can pick up a box from £8.99 for a single flavour or £9.99 for a mixed variant - perfect for sharing around the Christmas table, treating the family during the festive season, or gifting a sweet surprise to loved ones.

**Amy Siergiejew, Head of General Merchandise at Dobbies Garden Centre, said:**

"We are really excited to introduce 'Bakery to Go' as part of our ongoing efforts to elevate the customer experience. This offering delivers the exceptional quality and attention to detail that Dobbies is known for, in a format that suits the busy lifestyles of our customers.

"Combining the quality and freshness our customers expect, with the added convenience of a grab-and-go format, this reflects our commitment to delivering the best possible products for our customers – and our freshly baked cakes are ideal for the festive period."

Now available at 17 stores across the UK.

**-ENDS-**

### **About Dobbies**

Dobbies was founded in 1865 by James Dobbie and is headquartered near Edinburgh.

Dobbies shares its passion for gardens and plants through own brand and branded products, concession partners and services. Many stores also feature a restaurant or coffee shop, where customers can enjoy refreshments or meals in a relaxed and welcoming environment.

Dobbies champions garden living all-year-round and offers a calendar of events and experiences that bring people and communities together.