



# Lions District 201 Q 3 Lions Christmas Cakes Marketing and Sale notes

August 2020

## Clubs should consider approaching

- Pharmacies and other businesses
- All club members to be involved, selling to themselves, families, friends and at their place of work
- Banks, Building Societies, Credit Unions and other financial institutions
- Bunnings and Hardware House Retail Outlets
- Post Offices and Police Stations
- Butchers, Fruit Shops and other Retail Outlets
- New and Used Vehicle Dealers (a cake with every sale)
- Other Service Clubs for use as raffle prizes
- Service Stations and Roadhouses
- Local Real Estate Agencies (a cake with every sale)
- Funeral Directors
- Christmas in July Functions, Australia Day Celebrations
- Coffee Shops, Mobile Coffee Vans and Workplace lunch rooms
- Sporting and other Clubs
- Last year's list of outlets
- Local Government Offices and Libraries, State & Federal elected members offices (a cake for a gift basket)
- Direct selling on stalls at local shopping centres & side of the road
- **70%** of sales are made to women. So, target Boutiques, Hairdressers and Craft Shops
- Retirement Villages, Nursing Homes, Child Care Centres and School and University Canteens
- Door Knock Appeals: successful in selling cakes and gaining new Club Members

## Marketing to consider

**Advertising with the organisation & people you meet** use their newsletter, magazine, notice board, your flyer  
- where to get a cake or Club Cake chairs contact details

**Gifts** cakes & pudding used for Councils, State & Federal members & business/corporate gift baskets

**Morning tea motel/office supplies** cut up a cake or buy mini cakes

Please contact me if you would like additional information or have a question.



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## Helpful sales information – a potential customer's query

### Shelf Life

Fruit Cakes & Puddings must sit for a minimum of three months to mature prior to being released for sale. Won't they go stale?

#### RESPONSE

Yes ours are stored for a period to mature.

Our Lion fruit cakes have a two & half year shelf life

Puddings currently have 18 months shelf life. The latest testing has been completed and shelf life will be extended to two years with next (2021) year's production.

### Metal in the past found in our cakes or puddings

#### RESPONSE

Reinforce that Top Taste believe foreign metal objects will not be found in their finished fruit cakes.

Top Taste has taken comprehensive measures to eliminate any opportunity of foreign objects in products.

Three years ago introduced metal detectors, ray machines, CCTV cameras along product production line and checking batch samples

### Eggs are they free range or cage birds

#### RESPONSE

The eggs used come from caged birds

### Lions needing a licence to sell cakes

One of our members in the past has been told this by a business she approached. The information was, to sell cakes that Lions needed a licence to sell food. Have you heard of this restriction?

#### RESPONSE

No, Lions do not need a licence. Attached is a link to the Food Authority of **NSW** website.

<http://www.foodauthority.nsw.gov.au/industry/industry-sector-requirements/charities-groups-andvolunteers/>

As we are a charity group, we are not required to have a license to sell food. Lions are not a company who makes or sells food as a business. Our cake manufacturer Top Taste is required to be licensed, which they are. If this business/person has a licence issue, please ask them to contact Top Taste **1800 033 366**.

### Palm Oil - sustainable source used

In your Christmas cakes, vegetable oil is listed as an ingredient. Could you please tell me if that is palm oil? If so, is it harvested from a sustainable source? We think your cakes are outstanding, but do not want to buy a product that would contribute to the destruction of Orangutan habitats.

#### RESPONSE

I can confirm the product does contain Palm Oil. We have investigated with our supplier and we can confirm this does come from a sustainable source. Our supplier is a member of the Roundtable on Sustainable Palm Oil (RSPO). Their major palm oil suppliers have signed a statement confirming that the palm oil supplied to them is sourced from legally developed plantations and not from any party that, as far as they are aware, has engaged in illegal deforestation. Vegetable oil listed on the packaging derives from the shortening based product. This oil is used in the first stage of mixing, which is the creaming of the shortening & sugar.

### No cherries found in cake

#### RESPONSE

Top Taste is by law (contractual agreement) required to follow the Lions Australia fruit cake recipe, which has glace cherries. I can confirm there should be cherries within each baked cake. Due to the large volume of products that is manufactured, there is the possibility a fruit cake may get more or less cherries than another.



# Lions District 201 Q 3

## Lions Christmas Cakes

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**Cherry pit** found in a fruit cake

#### RESPONSE

Top Taste would investigate this issue. They would reinforce with their supplier of glace cherries the importance of minimising the opportunity of cherry pits in our products. Regularly Top Taste also educates their manufacturing team of the importance of maintaining the quality ingredients and high production standards required.

Obviously offer a refund to the customer.

Please look at the carton for "Best before "details. If you can, also take a photo of this faulty cake. Pass this information to your District Cake chair.

### Alcohol is found in our cakes

I do not know if you are aware, but alcohol is never completely cooked out of food products. This becomes an issue for recovering alcoholics, people who abstain from alcohol for medical / religious reasons and children.

#### RESPONSE

Thank your customer for raising their concerns. They are correct that a residual amount of alcohol (rum) will be found in our cakes after baking. The amount of alcohol remaining is exceedingly small, not registering on a police Alcolmeter. This alcohol would have a negligible effect on health, especially compared to the sugar and butter contained in our cakes.

We cannot include alcohol in the allergens list. There are strict labelling guidelines on the content of this list and alcohol is not classified as an allergen. My preference is for Lions not to include /create a 'contains alcohol' sticker. I believe this additional label has the potential to be assumed as promoting alcohol consumption. Which is not what either of us is trying to do?

Our aim is to provide a traditional taste profile, with clear and accurate labelling. Alcohol (rum) is a traditional ingredient in our Christmas cake. Labelling allows our customers to make an informed decision.

**Oil stains** within the carton or inside product packaging

#### RESPONSE

This could be due to an excess in the vegetable based *release* spray used to coat the baking tins. This coating allows the cakes to be de-panned after baking.

### Under-baked cake

Cake is under-baked and the centre of the cake is gluggy and sticky to touch.

#### RESPONSE

This may have been caused when the cake was at the start or end of a baking run, where the heat transfer was not at solid temperature within the oven.

Obviously offer a refund to the customer.

Please look at the carton for "Best before "details. Pass this information to your District Cake chair.

### Cake is pale & dry to the touch

#### RESPONSE

This may have been caused when the cake was at the start or end of a baking run, where the heat transfer was not at solid temperature within the oven.

Obviously offer a refund to the customer.

Please look at the carton for "Best before "details. Pass this information to your District Cake chair.

END