



our food is a joyful message

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"Today's world is all about building emotional connections with customers and offering clearly differentiated products in an increasingly competitive world. We love to develop tasty shapes for our customers which deliver both key success-factors."

Felix Thun-Hohenstein
CEO



"Our food is a joyful message."



Impactful shapes

Delight in every bite

Value that lasts

Excellence in every product

WHO WE ARE AND WHAT WE DO



With creative design, we create visible value at the point of sale. Whether it's a logo, mascot, or a unique design, we give your brand both, taste and presence.

We continuously develop new shapes and refine our doughs. We experiment with recipes and packaging. All this precision, curiosity and passion has one goal: to bring joy through our pastries and cakes.



We are a specialist in tasty shapes

Shape defines identity — it evolves, evokes emotion and reflects brand values. We combine technology and expertise to create shapes you can truly experience.



We create messages full of joy

Every shape tells a story — turning shared moments into meaningful experiences. We make every breakfast, brunch or snack a moment of connection and enjoyment.



We are a strategic partner for products with more value

We create products with real added value — using high-quality materials, ensuring food safety, sustainable processing and reliable cost and delivery. Transparency and appreciation guide everything we do, from ingredients to communication.



We offer passion for high-quality

We continuously innovate — refining ingredients, recipes and processes to create your perfect unique shape. Together with you, we shape the future bakery market.

HOW WE TURN YOUR IDEAS INTO PRODUCTS

STEP 1 *Idea* STEP 2 *Concept & Design* STEP 3 *Production*

Your idea takes shape.

You bring the idea, we make it visible. In initial sketches, we show how your product could look, perform and be used.



From your vision to a product.

After your go-ahead, we develop the form in 3D. Geometry and design patterns become tangible – and the matching baking mold is created as the foundation for production.



Your product goes into series.

We transfer the concept to production planning and bake it under real conditions. The result: a ready-to-sell and scalable product.



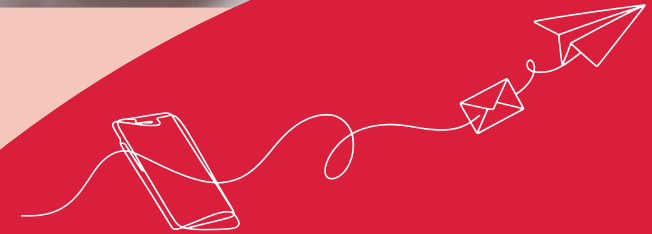
SHAPE IT YOUR WAY – OR BRAND WHAT WE’VE ALREADY PERFECTED

You don’t always need a completely new shape to make a strong statement.



We can place your logo directly onto one of our **existing signature shapes** – combining a proven design with your unique brand identity.

A smart, efficient solution with less development effort and faster time to market – while still delivering a joyful message that is unmistakably yours.



GOT INTERESTED? LET’S CONNECT.

BAKE THE SHAPE GMBH
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*"Our passion –
high quality"*

OUR BAKERY

We produce at our facility in Asten using state-of-the-art technology. Here, we combine experience, precision, and efficient processes to ensure consistent quality — in every batch, for every customer.

Quality and Certifications



Our processes meet the highest standards. Through IFS Food certification, HACCP standards and continuous monitoring, we ensure that every product meets our high expectations.



We operate responsibly across our supply chain and commit to ethical, transparent and sustainable practices.

High-Quality Ingredients

We use ingredients:

- with high quality
- which we source primarily from regional Austrian suppliers
- exclusively from suppliers within the EU

OUR PRODUCTS WORLDWIDE

AUSTRIA – ASTEN

Belgium

Bulgaria

Croatia

Czech Republic

Denmark

France

Germany

Hungary

Italy

Netherlands

Poland

Romania

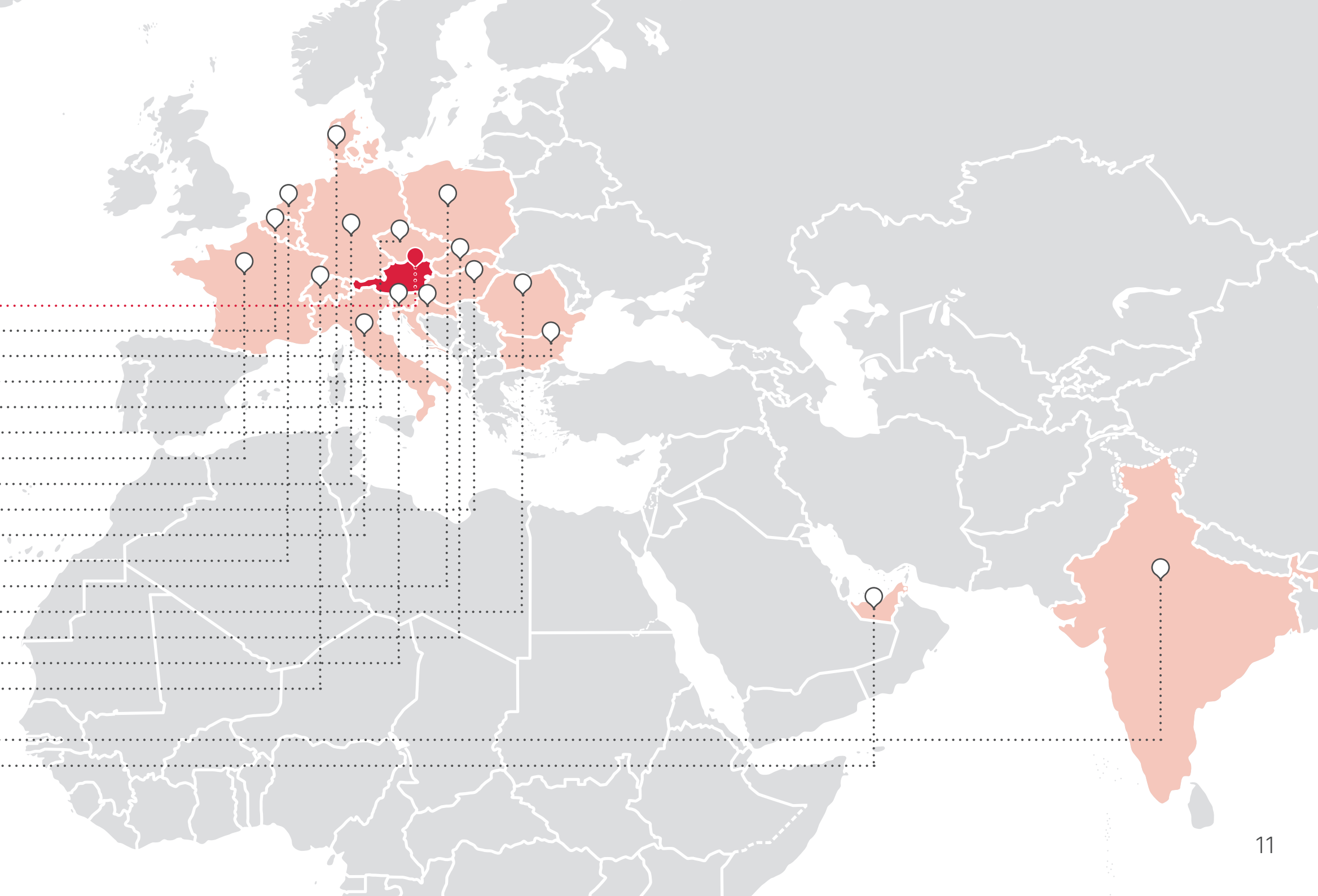
Slovakia

Slovenia

Switzerland

India

United Arab Emirates



OUR BUSINESS MODELS – DESIGNED FOR EFFORTLESS HANDLING:

BUSINESS MODEL 1

BAKESHOP

- Individually portioned for easy selection in the bakery display case
- Delivered and stored frozen
- Simply thaw before POS placement – no baking required
- No ovens. No extra steps.



BUSINESS MODEL 2

BAKESHOP RETAIL PACK

- Ready-packed retail multipacks
- Designed for placement next to the bakery display case
- Delivered and stored frozen
- Simply thaw before POS placement – no baking required
- No ovens. No extra steps.



BUSINESS MODEL 3

MAP – MODIFIED ATMOSPHERE PACKAGING

- Launching Q4/2026
- Ambient
- Shelf Life: 60-90 days



SHAPE YOUR CHOICE

With our large attractive range of shapes, we can rediscover the fun of eating together.

Whether classic hearts, playful bunnies or modern sports balls – we will give your message the right shape. Combine your desired shape with one of our versatile dough types and create a product that perfectly fulfils your requirements.

Easy to store.

Easy to handle.

Just defrosting.

No baking.

With a shelf life of up to **18 months in frozen storage** – minimum durability date: yeast dough products min. 18 months; cakes min. 12 months – our baked goods offer full flexibility in planning and operations.



Our pastries are packed in protective bags and delivered in transport cartons for safe storage and smooth logistics.



SMALL HEART

 40  100



TOPSELLER

- WHEAT, 55g
- BRIOCHE, 45g
- CHOCOLATE CAKE, 70g

Special flavours on request!

Product dimensions in mm (LxWxH): 90 × 70 × 50
Best before date after manufacturing – yeast dough products: 18 months
Best before date after manufacturing – cakes: 12 months



*Change
the logo,
make it
yours!*



PAW PATROL CHASE

 32  100

TOPSELLER

- BRIOCHE, 60g
- MILK ROLL, 45g

Special flavours on request!

Product dimensions in mm (LxWxH): 88 × 80 × 80
Best before date after manufacturing – yeast dough products: 18 months
Best before date after manufacturing – cakes: 12 months





BIG HEART



TOPSELLER

- WHEAT, 95g
- BRIOCHE, 70g
- CHOCOLATE CAKE, 110g
- SPELT-YOGHURT CAKE, 120g

Special flavours on request!



Product dimensions in mm (LxWxH): 90 × 110 × 60
Best before date after manufacturing – yeast dough products: 18 months
Best before date after manufacturing – cakes: 12 months



RABBIT



18



100



TOPSELLER

- WHEAT, 80g
- BRIOCHE, 70g
- SPELT-YOGHURT CAKE, 120g
- STIRRED CAKE, 110g
- STIRRED CAKE WITH CHOCOLATEDROPS, 120g

Special flavours on request!

Product dimensions in mm (LxWxH): 105 × 70 × 95

Best before date after manufacturing – yeast dough products: 18 months

Best before date after manufacturing – cakes: 12 months





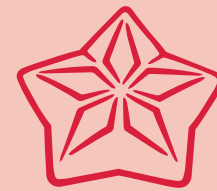
STAR



18



100



TOPSELLER

- WHEAT, 80g
- BRIOCHE, 70g
- SPELT-YOGHURT CAKE, 120g
- STIRRED CAKE, 110g
- SPELT-YOGHURT CAKE WITH CHOCOLATEDROPS & CINNAMON, 120g

Special flavours on request!

Product dimensions in mm (LxWxH): 105 × 105 × 55

Best before date after manufacturing – yeast dough products: 18 months

Best before date after manufacturing – cakes: 12 months



HOCKEY PUCK



30



100

TOPSELLER

- WHEAT, 75g
- BRIOCHE, 60g

Special flavours on request!

Product dimensions in mm (LxWxH): 90 × 90 × 22

Best before date after manufacturing – yeast dough products: 18 months

Best before date after manufacturing – cakes: 12 months



**Change
the logo,
make it
yours!**



24



100

TOPSELLER

- WHEAT, 90g
- WHEAT FILLED WITH NUT NOUGAT, 120g
- BRIOCHE, 70g
- BRIOCHE FILLED WITH NUT NOUGAT, 90g

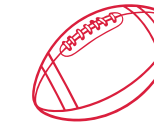
Special flavours on request!

Product dimensions in mm (LxWxH): 120 × 70 × 70

Best before date after manufacturing – yeast dough products: 18 months

Best before date after manufacturing – cakes: 12 months

AMERICAN FOOTBALL





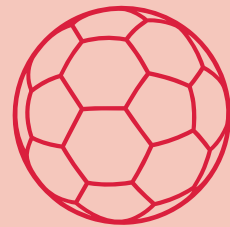
SOCCER BALL



24



100



TOPSELLER

- WHEAT, 80g
- WHEAT FILLED WITH NUT NOUGAT, 105g
- BRIOCHE, 70g
- BRIOCHE FILLED WITH NUT NOUGAT, 90g

Special flavours on request!

Product dimensions in mm (LxWxH): 80 × 80 × 80
Best before date after manufacturing – yeast dough products: 18 months
Best before date after manufacturing – cakes: 12 months



RETAIL PACKAGING

Our shaped cakes combine eye-catching design with everyday indulgence. All variants are available in **2-packs** – ideal for impulse purchases, secondary placements and efficient shelf use.



BIG HEART – *spelt yoghurt cake*

The heart shape stands for enjoyment, sharing, and small gestures. An emotionally appealing impulse product that performs all year round and gains extra relevance around special occasions.



RABBIT – *stirred cake*

A friendly, attention-grabbing shape with strong recognition value. Creates differentiation within the standard assortment and appeals to a broad target group.



STAR – *spelt yoghurt cake*

The star shape adds visual impact and enhances shelf presence. A distinctive product with year-round relevance and additional strength in festive environments.



16



63

Product dimensions in mm (LxWxH): 216 × 63 × 96

Best before date after manufacturing – cakes: 12 months

Best before date after defrosting: 5 days

- + **Distinctive shape**
- + **familiar cake enjoyment**
- + **compact pack size**

suitable for year-round listings, with additional potential for seasonal themes.



PAW PATROL CHASE

4-Pack



8



90



TOPSELLER

- MILK ROLL, 4 x 45g

Special flavours on request!



Product dimensions in mm (LxWxH): 165 x 65 x 165

Best before date after manufacturing – yeast dough products: 18 months

Best before date after defrosting: 8 days

YOU LOVE THE COLOURS?

Get them in any shape.



COLOURFUL CAKE HEARTS

STRAWBERRY

aromatic
fruity
sweet



BLUEBERRY

juicy
fresh
berry-like



BLACKBERRY

wild
hearty
intense



ORANGE

juicy
activating
sun-kissed



LEMON

sunny
refreshing
shiny



PISTACHIO

nutty
creamy
aromatic



STIRRED CAKE *lemon / yellow*

 Sugar, sunflower oil, water, **WHEAT** flour, **WHEAT** starch, chicken **EGG** white powder, chicken **EGG** yolk powder, modified starch, raising agents (diphosphates, sodium bicarbonate), palm oil, **LACTOSE**, safflower extract, emulsifier (lecithin, propylene glycol esters of fatty acids, mono- and diglycerides of fatty acids, polyglycerol esters of fatty acids, sodium stearoyl-2-lactylate), stabiliser (xanthan gum), skimmed **MILK** powder, sweet **WHEY** powder, natural flavouring, salt, **MILK** protein. >> May contain traces of **NUTS**, **SOYA**, **SESAME** and **LUPINS**.

STIRRED CAKE *orange / orange*

 Sugar, sunflower oil, water, **WHEAT** flour, **WHEAT** starch, chicken **EGG** white powder, chicken **EGG** yolk powder, modified starch, raising agents (diphosphates, sodium bicarbonate), palm oil, **LACTOSE**, emulsifier (lecithin, propylene glycol esters of fatty acids, mono- and diglycerides of fatty acids, polyglycerol esters of fatty acids, sodium stearoyl-2-lactylate), natural flavouring, safflower extract, stabiliser (xanthan gum), skimmed **MILK** powder, colouring (betanin), sweet **WHEY** powder, salt, **MILK** protein. >> May contain traces of **NUTS**, **SOYA**, **SESAME** and **LUPINS**.

STIRRED CAKE *strawberry / red*

 Sugar, sunflower oil, water, **WHEAT** flour, **WHEAT** starch, chicken **EGG** white powder, chicken **EGG** yolk powder, modified starch, raising agents (diphosphates, sodium bicarbonate), palm oil, **LACTOSE**, emulsifier (lecithin, propylene glycol esters of fatty acids, mono- and diglycerides of fatty acids, polyglycerol esters of fatty acids, sodium stearoyl-2-lactylate), natural flavouring, safflower extract, stabiliser (xanthan gum), skimmed **MILK** powder, colouring (betanin), sweet **WHEY** powder, salt, **MILK** protein. >> May contain traces of **NUTS**, **SOYA**, **SESAME** and **LUPINS**.

COLOURFUL FLAVOURS

For every shape.



STIRRED CAKE *blueberry / purple*

 Sugar, **WHEAT** flour, water, sunflower oil, whole **EGG** powder, **WHEAT** starch, emulsifiers (polyglycerol esters of fatty acids, monoand diglycerides of fatty acids, lactic acid esters of mono- and diglycerides of fatty acids, propylene glycol esters of fatty acids, sodium stearoyl-2-lactylate), **MILK** powder, raising agents (diphosphates, sodium carbonates), **EGG** white powder, **WHEAT GLUTEN**, colouring foods (hibiscus-, beetroot- and apple-concentrate, spirulina extract), salt, natural flavouring, thickening agent (xanthan gum), acidity regulator (lactic acid). >> May contain traces of **NUTS**, **SOYA**, **SESAME** and **LUPINS**.

STIRRED CAKE *blackberry / blue*

 Sunflower oil, **WHEAT** flour, sugar, water, **WHEAT** starch, chicken **EGG** white powder, chicken **EGG** yolk powder, modified starch, palm oil, raising agents (diphosphates, sodium bicarbonate), **LACTOSE**, emulsifier (lecithin, propylene glycolesters of fatty acids, mono- and diglycerides of fatty acids, polyglycerol esters of fatty acids, sodium stearoyl-2-lactylate), spirulina concentrate, natural flavouring, stabiliser (xanthan gum), skimmed **MILK** powder, sweet **WHEY** powder, salt, **MILK** protein. >> May contain traces of **NUTS**, **SOYA**, **SESAME** and **LUPINS**.

STIRRED CAKE *pistachios / green*

 Sugar, sunflower oil, water, **WHEAT** flour, **WHEAT** starch, chicken **EGG** white powder, chicken **EGG** yolk powder, modified starch, palm oil, raising agents (diphosphates, sodium bicarbonate), **LACTOSE**, chlorella powder, emulsifier (lecithin, propylene glycol esters of fatty acids, mono- and diglycerides of fatty acids, polyglycerol esters of fatty acids, sodium stearoyl-2-lactylate), natural flavouring, safflower extract, stabiliser (xanthan gum), skimmed **MILK** powder, sweet **WHEY** powder, salt, **MILK** protein. >> May contain traces of **NUTS**, **SOYA**, **SESAME** and **LUPINS**.

WHEAT

 **WHEAT** flour, water, **BUTTER**, yeast, sugar, salt, malted wheat flour, **BARLEY** malt extract. >> May contain traces of **PEANUTS**, **NUTS**, **EGG**, **SOYA** and **SESAME**.

WHEAT filled with nut-nougat creme

 **WHEAT** flour, water, nut-nougat cream 24% (sugar, vegetable oils and fat (sunflower, shea, coconut), **HAZELNUTS** (4%), skimmed **MILK** powder, skimmed cocoa powder, natural vanilla flavouring), **BUTTER**, yeast, sugar, salt, **WHEAT** malt flour, **BARLEY** malt extract. >> May contain traces of **PEANUTS**, other **NUTS**, **EGG**, **SOYA**, **SESAME** and **LUPINS**.

BRIOCHE

 **WHEAT** flour, water, sugar, **BUTTER**, whole **EGG** powder (3%), yeast, salt, colouring plant extract (curcuma), natural vanilla flavouring. >> May contain traces of **PEANUTS**, **NUTS**, **SOYA**, **SESAME** and **LUPINS**.

BRIOCHE filled with nut-nougat creme

 **WHEAT** flour, water, nut-nougat cream 22% (sugar, vegetable oils and fat (sunflower, shea, coconut), **HAZELNUTS** (3,7%), skimmed **MILK** powder, skimmed cocoa powder, natural vanilla flavouring), **BUTTER**, whole **EGG** powder (2,4%), yeast, sugar, salt, colouring plant extract (curcuma), natural vanilla flavouring. >> May contain traces of **PEANUTS**, other **NUTS**, **SOYA**, **SESAME** and **LUPINS**.

MILK ROLL

 **WHEAT** flour, water, sugar, yeast, **WHOLE MILK** powder (4%), dextrose, corn starch, **EGG YOLK** powder, **SWEET WHEY** powder, humectant (sorbitol), salt, natural flavouring, colouring (beta-carotene). >> May contain traces of **NUTS**, **SOYA**, **SESAME** and **LUPINS**.

FLAVOURS THAT FIT

Shape and flavour belong together – that's why we offer a wide range of recipes. From classic wheat recipes to fluffy brioche and sweet cake dough – choose the base that suits your product and your customers.

CHOCOLATE CAKE

 Whole **EGG** powder, water, **BUTTER**, sugar, chocolate (14%) (sugar, cocoa mass, cocoa butter), **WHEAT** flour, emulsifiers (lactic acid esters of mono- and diglycerides of fatty acids, acetic acid esters of mono- and diglycerides of fatty acids, mono- and diglycerides of fatty acids), glucose syrup, skimmed **MILK** powder, raising agents (diphosphates, sodium carbonates), **WHEAT** starch, stabilizer (xanthan gum). >> May contain traces of **PEANUTS**, **NUTS**, **SOYA** and **SESAME**.

SPELT YOGHURT CAKE

 Sunflower oil, water, whole **EGG** powder, **SPELT** flour (20%), sugar, **SKIMMED MILK YOGURT** powder (0.9%), rice starch, rice flour, maltodextrin, **LACTOSE**, **SWEET WHEY** powder, raising agents (diphosphates, sodium carbonates), salt, emulsifier (sodium stearoyl-2-lactylate), coloring foods (paprika extract, turmeric extract), stabilizer (sodium-carboxymethylcellulose), flavouring. >> May contain traces of **PEANUTS**, **NUTS**, **SOYA** and **SESAME**.

SPELT YOGHURT CAKE with chocolatedrops & cinnamon

 Sunflower oil, sugar, water, **SPELT FLOUR** (atype of wheat) (20%), chocolate 10% (sugar, cocoa mass, cocoa butter, emulsifier lecithin), **WHOLE EGG POWDER**, rice starch, pre-gelatinised rice flour, maltodextrin, **LACTOSE**, **SKIMMED MILK YOGHURT** powder (0.9%), **SWEET WHEY** powder, raising agents (diphosphates, sodium carbonates), salt, emulsifier (sodium stearoyl-2-lactylate), spices, colouring foodstuffs (paprika extract, turmeric extract), stabiliser (sodium carboxymethyl cellulose), natural flavouring. >> May contain traces of **PEANUTS**, **NUTS**, **SOYA**, **SESAME** and **LUPINS**.

STIRRED CAKE

 **WHEAT** flour, water, sunflower oil, sugar, whole **EGG** powder, **WHEAT** STARCH, raising agents (disodium diphosphate, sodium carbonates), **MILK SUGAR**, thickener (xanthan gum), salt, emulsifier (polyglycerol esters of fatty acids, mono- and diglycerides of fatty acids), spice, natural flavouring. >> May contain traces of **NUTS**, **SOYA**, **SESAME** and **LUPINS**.

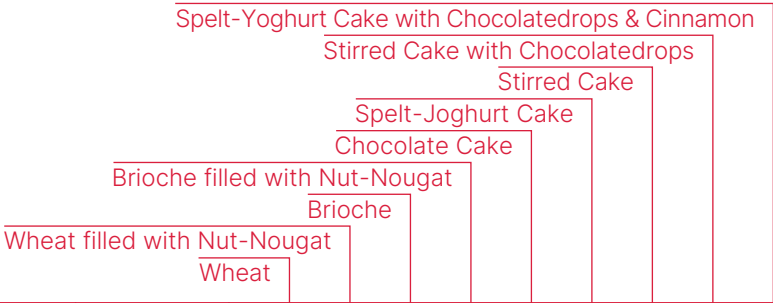
STIRRED CAKE with chocolatedrops

 Whole **EGG** powder, water, **BUTTER**, sugar, chocolate (14%) (sugar, cocoa mass, cocoa butter), **WHEAT** flour, emulsifiers (lactic acid esters of mono- and diglycerides of fatty acids, acetic acid esters of mono- and diglycerides of fatty acids, mono- and diglycerides of fatty acids), glucose syrup, skimmed **MILK** powder, raising agents (diphosphates, sodium carbonates), **WHEAT** starch, stabilizer (xanthan gum). >> May contain traces of **PEANUTS**, **NUTS**, **SOYA** and **SESAME**.

PRODUCT OVERVIEW



BAKESHOP
data per singlepiece



PRODUCT	length (mm)	width (mm)	height (mm)	pieces innerpack	pieces carton	pieces pallet	carton pallet	weight (g)							
SMALL HEART	90	70	50	10×4	40	4.000	100	55		45		70			
PAW PATROL CHASE	88	80	80	8×4	32	3.200	100			60					
BIG HEART	90	110	60	3×6	18	1.800	100	95		70		110	120		
RABBIT	105	70	95	3×6	18	1.800	100	80		70			120	110	120
STAR	105	105	55	3×6	18	1.800	100	80		70			120	110	120
HOCKEY PUCK	90	90	22	5×6	30	2.400	100	75		60					
SOCCER BALL	80	80	80	6×4	24	2.400	100	80	105	70	90				
AMERICAN FOOTBALL	120	70	70	6×4	24	2.400	100	90	120	70	90				

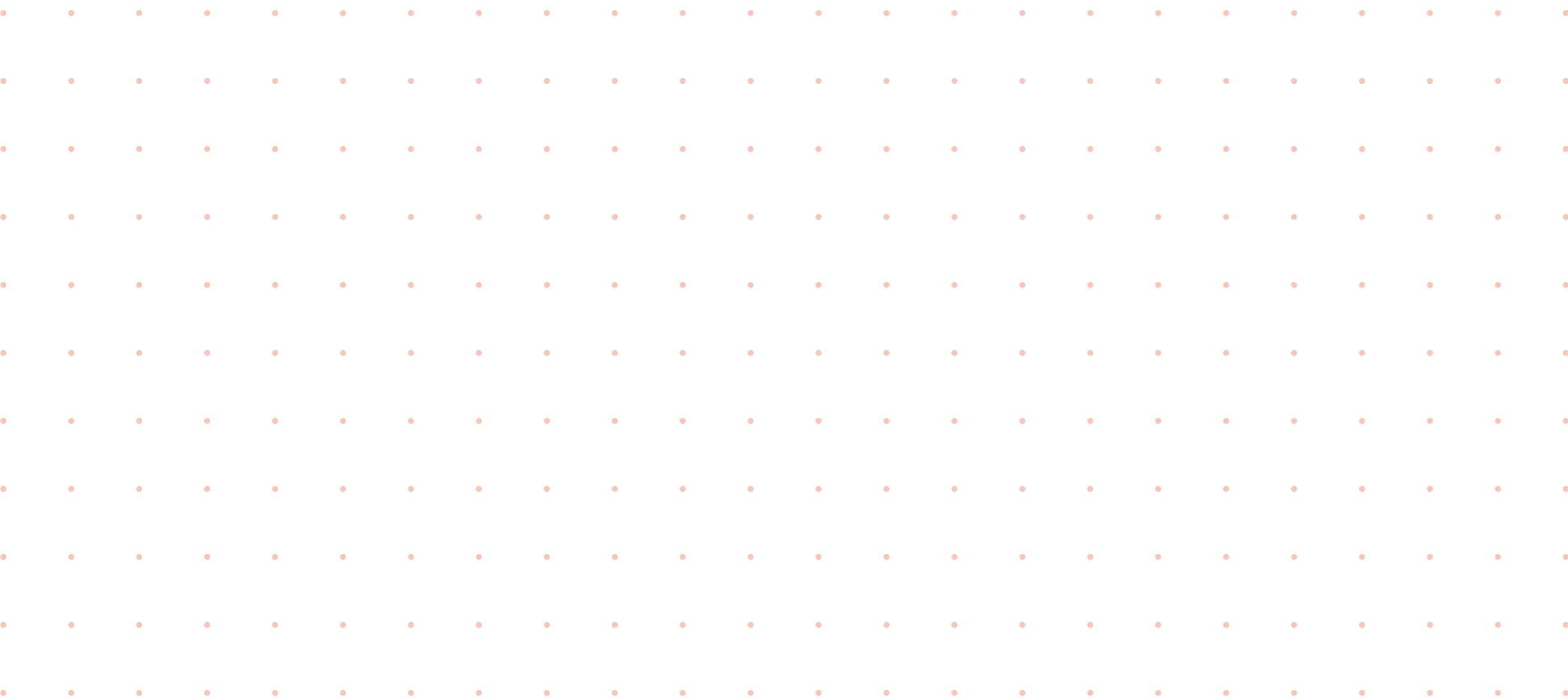


BAKESHOP RETAIL PACK
data per pack



PRODUCT	length (mm)	width (mm)	height (mm)	packs carton	packs pallet	carton pallet	weight (g)		
PAW PATROL CHASE 4-Pack	165	65	165	8	720	90	225		
BIG HEART 2-Pack	216	63	96	16	1.008	63		275	
RABBIT 2-Pack	216	63	96	16	1.008	63			255
STAR 2-Pack	216	63	96	16	1.008	63		275	

EVERY SHAPE STARTS WITH AN IDEA:



REFERENCES

Here is a selection of our references showcasing our experience and expertise.





BAKE THE SHAPE GMBH

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