

## **MOONPIG RELEASES COLLECTION OF EDIBLE CAKE FLAVOURED BIRTHDAY CARDS – SELLING OUT IN LESS THAN 4 DAYS**

*THE RANGE INCLUDES FIVE FANCIFUL MOUTH WATERING FLAVOURS – LEMON DRIZZLE, VICTORIA SPONGE, SWISS ROLL, CHOCOLATE, AND BATTENBERG.*



GBBO is back on our screens for a 12<sup>th</sup> season and the team at Moonpig have baked up a brand-new batch of birthday cards. Or are they cakes? You decide.

Moonpig has created cards-come-cakes for every birthday occasion, the range comes in five different flavours:

- Lemon Drizzle
- Victoria Sponge
- Chocolate
- Swiss roll
- Battenberg

All five birthday cards in the limited-edition collection are EDIBLE and taste just like their namesake. They are available exclusively at Moonpig.

**Sarah-Jane Porter, Head of Cards and Licensing says:** *“GBBO has inspired a new generation of cake bakers in the UK and this baking trend has led to the most amount of cake themed cards being sold each year whenever the show was running\*. So creating a range of edible cards for the start of the new series was a no-brainer.*

*“The new collection is the icing on the cake of Moonpig’s already popular cake themed birthday card offering and we’re excited to see how they go down with our customers.”*

The full range of baking themed cards and gifts are [here](#).

\*Outside of calendar events like Mother’s Day and Christmas.