

# Harold Import Company, Inc.

747 Vassar Avenue • Lakewood, NJ 08701

800.526.2163 • 732.364.3253 fax

## HIC and Rose Levy Beranbaum Bake Heavenly Cakes

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I'm thrilled to report that after working extensively with the wonderful silicone bakeware of Lékué I have come to understand the advantages of its properties so well I was inspired to create my first silicone product—a silicone cake strip! It works like a charm and it's everything I wanted it to be.



The strip fits a 9 inch round or 8 inch square pan. It is quick and easy to attach—no prepping—You simply turn the pan upside down and slip it around the sides, stretching slightly. It then works to insulate the sides of a metal cake pan, slowing down baking at the sides of the cake.

It produces better cakes:

- \* more even
- \* less doming
- \* less shrinking from sides
- \* less browning and drying of sides

Other advantages:

- \* it stays like new for years
- \* is dishwasher safe
- \* is oven safe up to 500°F/260°C.

(Do not subject to direct heat such as a flame or broiler)

Harold Import Company is the distributor for the strip. It will be in retail stores by Fall and I will list an on-line order site as soon as it's available.

SRP: \$9.99