

Behind the scenes of Dan Cake Bangladesh

The sheer volume of packaged snacks in the local market is mind boggling! And with that come the dregs of doubt; what exactly is being put inside these edibles, packed under eye-catching wrappings?

Sure, the list of ingredients is there for the world to see, but are those just words? Dan Cake Bangladesh, taking these into account, opened the doors to their factory for an inside look into how their products are made, packaged and handled in-between.

Dan Cake, originally established in 1931 in Denmark, is the Scandinavian market leader in the production of ready-to-eat cakes and Swiss rolls. Dan Foods Limited was launched in Bangladesh in 2012 through a joint venture between Dan Cake A/S, Denmark and Pandugar Limited of Bangladesh. It took around three years of R&D and finally, in 2015, Dan Cake's range of products were officially launched into the Bangladesh market.

The factory, located in Khagan, Birulia, Savar is a state-of-the-art facility built and maintained following European standards in cleanliness and hygiene. Located on 1.6 acres of land, it has strict set of rules that are maintained through and through, whether it is for the everyday workers, or guest visits.

Every part of the factory, from the raw material storage area to final packaging area are sectioned off properly.

Just like any baking procedure, Dan Cake starts with the batter, but in much larger proportions. Eggs are cracked by an automated machine and then mixed with other dry ingredients. Dan Cake sources the flour and eggs locally, but the rest of the ingredients are all imported. The recipes come directly from the original mother company in Denmark, with pre-mixed vital ingredients.

After the batter is made, it is poured into an



automated baking line. Trained workers adjust the temperature and other parameters as the batter is poured into paper cups, or moulds. On the day of my visit, a batch of Dan Cake's highly popular Cappuccino Muffins were being made. The invigorating aroma of coffee and freshly baked cake hit my senses even before the baking unit came into sight.

The conveyer belt carries the cups of raw batter into the baking unit where it took roughly 20-23 minutes for the baking to complete. The highest care was taken in the area where the muffins were being cooled to avoid any scope of contamination.

Cross contamination is one issue that the Dan Cake factory is very particular about avoiding. Also, the factory environment itself is supplied with purified air that does not allow the growth of any microbes.

From the cooling area, the muffins were moved into a unit that injected the delicious cappuccino cream. After that, the muffins were placed into a

packaging unit, where they were nitrogen flushed and sealed in.

From the batter being poured, to the final packaging, the process is continuous and automated. The only human interactions were for quality checks.

Dan Cake's key strength lies in its products and development. To ensure that, the production line has to be top-notch as well. At its heart, they still carry forward the spirit of Dan Cake's founder Jens Eskildsen, while making the best use of modern technology.

By Iris Farina

Photo courtesy: Dan Cake Bangladesh

To keep track of new arrivals and other activities of Dan Cake Bangladesh, visit <https://www.facebook.com/DanCakeBD>

Le Reve Winter 2019 collection now in stores

Le Reve, one of the country's leading fashion brands, recently launched its winter 2019 collection. Themes, international trends and local tastes have been taken into account for this season's collection

For men, their lineup has been influenced by the themes of members-only clubs, space, and NASA inspired motifs. The highlight this year is the all-weather blazer, which is made of seersucker and mixed cotton fabric. The winter collection for men also includes long and short sleeve sweaters, as well as hoodies, bomber, and leather jackets. Winter friendly formal, casual and party shirts, t-shirts, and polos are also available.

Contemporary inspirations are all the rage for the women's collection. Colour combinations of ash, blue, purple, orange, pink, green, red, and black are the main highlights. Velvet is another key element with Le Reve this year, visible in their tops, shurges and jackets. Offered regular, casual, and formal sweaters are adorned with stripes and theme-based monochrome colours. Versatile bottoms like matching leggings, palazzos, harem pants, and formal pants are available for a classy touch this winter.

As for the children, the brand's collection has party and casual attires for boys and girls. Woven, knit, and twill casual shirts with hoodies, and jackets are available. For girls, ghagra choli, frocks, tops and tunic are included for a fun and fashionable winter.

Regarding this new collection, Monnujan Nargis, CEO of the brand, stated, "The fashion industry unveils its whole new seasonal collection at this time phase. Le Reve tried to translate and modify those abstract fashion codes and made a voguish, unique collection for winter."

Le Reve Winter Collection 2019 is available in outlets throughout Dhaka, as well as in Sylhet, Khulna and Narayanganj. Customers can also shop online at www.lerevecraze.com

For more information, visit www.facebook.com/lerevecraze



Mohammadpur welcomes SaRa's latest outlet

SaRa, the lifestyle brand from Snowtex Group, has opened its third outlet on Ring Road, one of Mohammadpur's most popular spots. SaRa started its journey back in May, 2018, with the first outlet in Dhaka's Mirpur 6, and the next one in Bashundhara City Shopping Complex. With winter knocking on the seasonal portal, the brand is all set with jackets and other eye catching winter wear. Other than these, shirts, ethnic tops, saris, knit t-shirts, leggings, shrugs, jeans and

panjabis for men are all included in SaRa's line-up.

The latest outlet is situated in House 19B/4C and B/4D, Ring Road, Mohammadpur, with all of the brand's collections.

Other than the brick-and-mortar stores, SaRa's offerings can be found online at www.saralifestyle.com.bd with the facility of free home delivery within Dhaka.

For more information, visit www.facebook.com/saralifestyle.bd

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