

LET THERE BE CAKE

Classic Cuts or Elevated Layers?

Cut It & Serve It Classic, *just like we had in the lunchroom.*

There's something about a simple square of chocolate sheet cake that just hits.

No layers. No fuss. Just soft, fudgy cake topped with rich chocolate frosting, cut into squares and served straight from the pan—just like we remember from the lunchroom. And that's the beauty of the jelly roll pan—cut it into 12, 24, or even 32 servings, depending on your crowd. Big squares, small bites... however you slice it, it works. Just divide it and cut it.

Serve It Elevated, *same cake. New moment.*

Turn this simple, nostalgic cake into a bakery-worthy presentation with just a few easy steps.

Divide the cake into equal sections, stack the layers with frosting in between, and you've got a beautifully layered dessert that looks impressive—but is just as easy to serve.

Other Ways to Elevate, *we're not stopping there.*

Use those **biscuit cutters** to create perfectly portioned individual cakes—charming, clean, and ideal for showers, parties, or dessert tables. **Wrap** a single slice in parchment or tuck it into a bakery box, tie it with string, and add a handwritten note. Simple, thoughtful, and guaranteed to make someone's day.

And don't be afraid to **theme it for the occasion**. Sprinkles for birthdays, peppermint pieces for the holidays, fresh berries for a dinner party. **This cake can do it all—it just needs you to have a little fun with it.**

Equipment Highlight - Jelly Roll Pan

One pan. Endless possibilities.

If there's one pan we think every kitchen should have, it's the humble jelly roll pan—also known as a half sheet pan. Once you start using it, you realize... it might just be the most universal pan in your kitchen.

Breakfast:

- Sheet pan eggs
- Slab quiche
- Pancake bake
- Bacon (line it with foil + parchment paper)

For the Crowd:

- Sheet nachos
- Slab lasagna
- Sandwich sliders
- Sheet pan pizza
- Focaccia

Dessert:

- Sheet cake (obviously)
- Cookie bars
- Fruit crisp
- Slab pie
- Jelly Roll



Our Favorite Sheet Cakes

Audrey: Chocolate ALWAYS

Lindsey: White Texas - it's ALL about Almond Extract

Made with Love,

Birdy & Pretzels