

A top-down view of various baking ingredients and tools on a white surface. In the top left, there's a white bowl of flour and another of a light-colored powder. In the top right, a cardboard egg carton holds several white eggs. A wooden rolling pin and a wooden spoon are positioned diagonally across the right side. In the bottom right, a small white bowl contains a cracked egg with a bright orange yolk, and another small bowl holds eggshells. The background is a white surface with a subtle pattern of small dots.

Welcome to Cake Canteen

We're so excited about the possibility of working together with you!

Cake Canteen is all about collaboration over competition – a platform that brings together talented local bakers and celebrates their work. We showcase creations in a beautifully curated in-store display, as well as online through our Cake Canteen website, helping more people discover and enjoy what you do.

In this pack, you'll find a simple overview of how everything works, what we need from you (we've kept it nice and straightforward), and how your business can be featured both in-store and online. Feel free to let us know if you have any questions!



About Our Model

We partner with:

- Commercial bakeries
- Home bakers

Your cakes are:

- Baked by you
- Displayed on Cake Canteen tables
- Sliced and served by our trained team

We also offer:

Cake Canteen website – our online ordering platform for whole cakes and selected items



Our goal is to make retail simple and accessible for you, while ensuring everything remains safe, professional, and consistent.





Where Your Cakes Can Live

Cake Canteen Tables (In-store)

- Whole cakes are displayed, sliced, and sold by portion
- Fully managed by Cake Canteen staff
- Display, hygiene, allergen communication, and traceability are handled by us

Cake Canteen Website (Online)

- Selected cakes and products available for order
- Orders managed through Cake Canteen
- Production handled by you
- Collection or delivery coordinated with us

You're welcome to participate in both, or start with one and expand over time.





What We Need From You

To get your business onboarded, we require the following:

Contact Details

- Baking address
- Phone number (for our WhatsApp ordering group)

Allergen Information

For each cake you'd like to supply:

- List of allergens (e.g. eggs, dairy, gluten, nuts, soy)

This allows us to keep customers safe and answer questions with confidence.

Pricing

- Your wholesale price list or best available pricing

Shelf Life & Storage Guidelines

For each cake:

- Number of days it can be safely sold
- Storage requirements (fridge vs ambient display)
- Any temperature sensitivities





What Cake Canteen Handles For You

You focus on baking – we take care of the rest.

We manage:

- Retail presentation and branding
- Covered displays and hygiene controls
- Staff training and product handling
- Allergen communication with customers
- Traceability and daily quality checks
- Customer feedback and sales insights





Once you have been Cake Canteen Approved, if you would like your products to be available online, we will share a link to our online form where you can easily upload your products to our website. We will review them before they are published.

What you'll need to provide:

- Vendor name
- A short description of your business

How to submit your products:

You have two easy options:

1. Upload directly via the online form, or
2. Download the vendor application spreadsheet, complete it, and upload it back to the same page. We've included an example spreadsheet on the page to guide you if you're unsure or feeling overwhelmed.

Once submitted, our team will review, format, and upload everything for you – so you can stay focused on baking!

Payout options will be discussed once you have signed up. We offer a range of models, including 30-day accounts and weekly payouts, depending on volumes.





Start Small, Grow Intentionally

Many of our best-performing collaborators began with:

- 1-2 cakes on the table
- Then expanded to the Cake Canteen website as demand grew

There's no pressure to do everything at once – we'll grow at a pace that works for you.





Contact & Support

We're here to make everything feel easy and seamless for you. If you have any questions, need a hand with submissions, or would like a bit of guidance on where to start, please don't hesitate to reach out – we're always happy to help.

- General enquiries: order@cakecanteen.co.za
- Cake Canteen support: If you need help with product uploads or edits, you're welcome to contact us after submitting your application. We'll guide you through each step and do our best to respond as quickly as possible.

Apply Now

Ready to become Cake Canteen Approved?

Reach out to us via email to start your application!

Once we receive your enquiry, our team will be in touch to learn more about your products and arrange a tasting. We cannot wait to experience what you bake and explore how we can bring your creations into the Cake Canteen community.

Thanks so much for taking the time to connect with us – we're really looking forward to working together and supporting your journey with Cake Canteen!

Lots of love,
The Cake Canteen Team

