



## SWEET DREAMS - THE NEW MAGAZINE FOR ENTHUSIASTIC CAKE MAKERS AND LOVERS OF SWEET TREATS

### WHY SWEET DREAMS?

- ✓ We continue and consolidate the proven and longstanding competence of Lisa Kochen & Backen
- ✓ We rely on the valued partnership with Bernd Siefert (world class patissier) who works together with our editorial team since 2008.
- ✓ We follow a major trend: after the prominent presence of professional chefs in the media, now it is the turn of the professional confectioners and patissiers to follow; at the same time the enthusiasm for baking is steadily growing with our readers.

### USP

Readers can find here inspiring ideas for spoiling their guests with exquisite desserts. The recipes can be baked at leisure the day before; they can be decorated with loving care in the morning and presented as the sweetest form of appreciation in the afternoon.

### KEYFACTS

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