



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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