

Cake Sisters



Introduction - Cake Sisters is a bakery based in Newry, Northern Ireland, specialising in South African-inspired baked goods and treats. The business brings authentic flavours and traditional products to local customers while celebrating South African food heritage.

Challenge - Growing demand for Surine's products created pressure on production capacity and product availability. The business needed a way to scale efficiently and reduce reliance on made-to-order production while maintaining quality and authenticity.

Solution - The project developed a sustainable retail-ready milk tart pack of three, enabling the product to be produced in larger batches and supplied from frozen stock while maintaining quality and authenticity. Packaging and production processes were designed around consumer convenience, shelf-life requirements, cultural value, and sustainability. A second strand of the project explored suitable packaging solutions for traditional South African rusks, helping to improve product presentation, protection, and retail readiness while supporting future market opportunities.



Impact - The project enabled products to be produced and stored as frozen stock, improving operational efficiency, consistency, and availability. This reduces reliance on made-to-order production, helping the business respond more effectively to customer demand and potential retail opportunities. The work also provides a stronger foundation for future growth, increased production capacity, and wider market reach.

Testimonial:

"I have worked with Rachel Little for about 5 months and she has transformed my way of thinking, she has helped expand my business and she has pushed me in a very positive way to get out of my comfort zone and take on challenges to expand, meet with prospective clients. She has been an enormous support with technical and regulatory information and she is just the kindest most generous person. And I am just so so grateful for her support. I would not have had any of the current successes without Rachel's support." - Surine Hillebrand, Cake Sisters

