

SWEET CHARITY FOR ROYAL MANCHESTER CHILDREN'S HOSPITAL



Duerr's has teamed up with Royal Manchester Children's Hospital Charity to design a dreamy cupcake to sell at this week's Manchester Cake & Bake Show.

The preserve perfectionists launched the competition to receive cake designs from the children at the Manchester hospital, in order to sell the winning cupcake at the show, which runs from November 12-15 at EventCity, with all proceeds being donated back to the hospital's charity.

Despite impressive entries including 'The Super Sonic Boom' cupcake and 'Emoji Surprise', the winner selected was 12-year-old Ellie Euston, whose 'Children's Hospital Delight' stole the judges' hearts and tickled their taste buds.

Ellie, from Radcliffe, who has to stay at the hospital for one week every month, was delighted to win the prize and enjoyed having her cake specially created. She was also the first to taste the cakes declaring "they taste even better than they look!"

The brilliantly bright design features blue and pink buttercream, sumptuous sponge, edible glitter and Duerr's strawberry jam and will be sold at the Cake & Bake Show this coming weekend.

Richard Duerr, Sales and Marketing Director of Duerr's, who came along to present Ellie with a winning gift and her cupcakes added: " Royal Manchester Children's Hospital Charity is one that is close to our hearts and we are so pleased to be able to work with them again this year.

"The cake Ellie has designed both looks and tastes incredible - the not-so-secret ingredient of Duerr's strawberry jam really helps sweeten the sponge! We hope that people will be generous with their funds at the show this week, so we can raise as much money as possible for this very worthy cause."

Joel Oxberry, Corporate Fundraising Manager for Royal Manchester Children's Hospital, added:

"We are delighted that Duerr's chose our hospital to take part in the competition, the patients had a fantastic time getting creative and designing their ultimate cupcake. Such activities provide patients with a welcome distraction between treatments or long stays in hospital. We would like to say a huge well done to Ellie, her design looked absolutely delicious and we're sure it will be a hugely popular at the Cake and Bake show."