



• Best Practice •
Cakeart by Sarah

Cake Art from the Black Forest

Sarah Höcklin produces her stylish cakes, macarons and chocolates in her brand-new production kitchen in Löffingen. In addition to creativity and freshness of the products, cleanliness and hygiene are a must for her in the kitchen. That's why the successful young entrepreneur opted for warewashing technology from ecomax by HOBART.

Courage is something that comes naturally to 23-year-old pastry chef Sarah Höcklin. Growing up in her parents' stonemason's business, she always knew that one day she too would become self-employed. After an internship in a chocolate shop in Titisee-Neustadt, she knew where her path would lead her and pursued it consistently: first came a vocational education as a pastry chef, followed by a master pastry chef diploma at the age of 20, then she founded her own company Cakeart by Sarah.

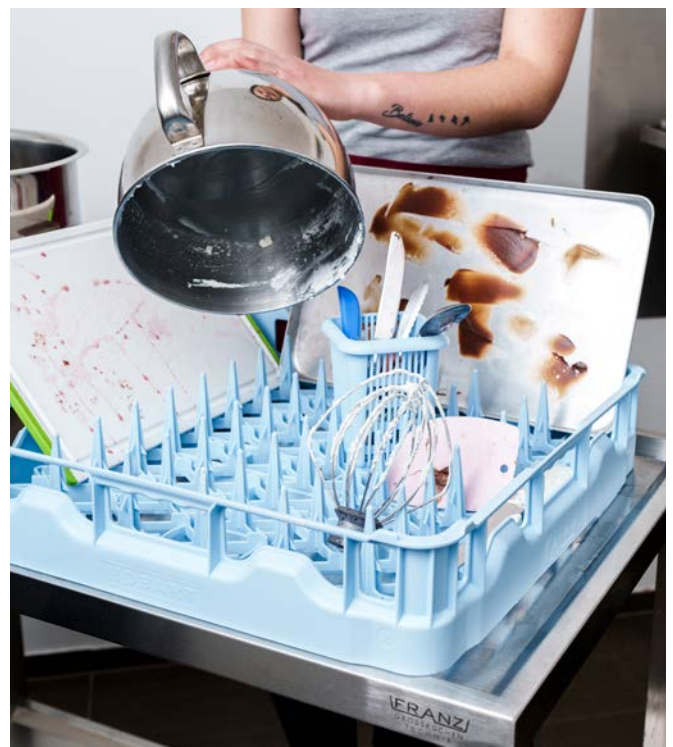
Sweet market gap

Very creative and modern bakery products are Sarah's specialty: cakes that you won't find in a classic bakery or confectionery in the Black Forest. She offers cakesicles (cakes on a stick) or "naked cakes": cakes that are not covered in fondant or buttercream, but only lightly coated with frosting so that the individual layers shine through. The pretty cakes are often individually decorated with flowers or fruit - according to the customer's wishes. Her customers are often bridal couples, but also companies from all over the southern Black Forest area who are looking for something special for an anniversary or a delicious promotional gift. Höcklin is successful because she's creative, produces freshly and regionally, and because she has no competitors in the area. Another reason for her success is that she consistently pursues her goals and works in a very structured manner.



Modern production and efficient technology

Her latest acquisition is a modern production kitchen on her parents' property in Löffingen, where she has been producing all her cakes, macarons and other delicacies and advising customers since April 2023. Previously, she had baked in a makeshift kitchen and washed her utensils in a home dishwasher. Now she has a fully equipped professional kitchen, storage rooms, a sales area and, last but not least, a commercial dishwasher - the best setup for further developing her business. "The ecomax was a good choice. It is easy to use and works great," the entrepreneur says with satisfaction.





Support for kitchen planning

Kitchen planner Franz Großküchentechnik, also located in the Black Forest, gave the young entrepreneur good advice when planning her newly built workplace. Big advantage: an experienced kitchen planner knows what is important when it comes to hygiene requirements or issues such as fire protection. This avoids expensive planning mistakes. With the help of the experts, the rooms were used optimally: on the almost 90 square meters there are stainless steel cupboards, extra high granite worktops - Sarah is 1.78 m tall - and a lot of space so that several people can work at the same time and half-finished products can also be stored temporarily. Everything in the new kitchen is just how Sarah wanted it to be.

"We always like to support young entrepreneurs and have implemented a really great project together with Sarah," explains Dennis Franz from Franz GKT, who himself likes to come to Cakeart as a customer. He adds: "In this case, ecomax was the perfect solution because we wanted to recommend a machine that is reliable, affordable and delivers a hygienically perfect dishwashing result."

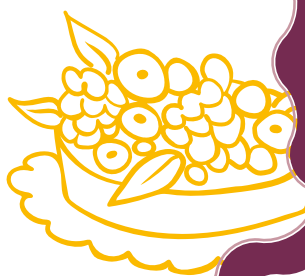
Success step by step

Self-employment is Sarah's comfort zone, and she is successful with her company. She now employs five part-time employees who she books for large orders or for events. Despite all enthusiasm for her craft, she also knows that she has to calculate her prices correctly and that office work, preparing offers and purchasing ingredients are also part of the business. Thus, she spends 40 percent of her job on activities outside the kitchen. Her family and boyfriend are supporting her.

In her third year of self-employment, Sarah can already look back on a lot of experience and many successful projects. She has achieved a lot and built up a large fan base. She particularly appreciates the direct interaction with her customers - for example with her brunch on Saturdays or when she goes to markets or events with her pastry food truck. Over time, her product range has also changed and expanded. She knows better and better what her customers want and always finds new inspirations.

"We didn't want to recommend the customer a machine that consumes a lot of water and electricity. That's why an economical ecomax was the obvious choice."

Dennis Franz, Franz GKT



Sweet social media marketing

The clientele and fan community of the young cake artist is constantly growing. Most of her orders come from her successful Instagram channel @cakeartbysarah, where Sarah spends at least an hour a day. She enjoys sharing pictures of her creations or interacting directly with her nearly 5,000 followers. She also finds inspiration for new creations on the internet, where pastry chefs from all over the world show their pieces.





ecomax[™]
by **HOBART**

HOBART is one of the world's leading manufacturers of commercial warewashing technology, ecomax by HOBART is the entry-level brand for start-ups.

The ecomax models offer all the basic functions for easy dishwashing – even at high capacity:

- easy and intuitive operation
- velocity and high washing power
- hygienically safe dishwashing results
- high economic viability (low purchasing and operating costs)
- high energy efficiency
- high reliability

The ecomax by HOBART technology is available as undercounter dishwashers for glasses and crockery or as hood-type dishwashers. Optional features are available for even more energy efficiency, washing power or the separation of dirt particles. Further informations: www.ecomaxbyhobart.com

"The dishwasher is easy to operate and works quickly, the dishwashing result is great. I currently wash 10 to 15 cycles per day and am extremely satisfied with the performance of the ecomax."

Sarah Höcklin



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