

Cakes without Guilt from Edinburgh

✖ Edinburgh company, Love Pure Cakes has made many people's dreams come true – delicious cake that will not leave you feeling guilty about unhealthy amounts of sugar and dairy fat.

This is the only bakery in the UK that uses so-called superfoods, such as sea weed and wheat grass, aims to make 'taste-bud melting' cakes with only the freshest of ingredients, and presents an exciting range of "super healthy" cakes. On their website they say: "We only buy raw ingredients and produce things that we would want to eat ourselves."

Lorna Pellet, the founder of [Love Pure Cakes](#), started out ✖ in business 1989 when she helped to run another well-known Edinburgh name, Patisserie Florentine. After that she spent a decade in the recruitment industry and became a member of the Edinburgh Chamber of Commerce. Then she decided to return to baking. As she was running a pop up café at St John's on Princes Street selling coffee and cake during the Edinburgh Fringe, she realised how much the market had changed. People had started to become more aware of the food they consume.

[Love Pure Cakes](#) caters for exactly that sort of market. Working from a small kitchen on Queen Street, Pellet launched her business on Valentine's Day this year and people fell in love with her healthy cakes immediately.

✖ There is a variety of cakes that are gluten free, wheat free, vegan, dairy free, egg free, flour free, sugar reduced and natural. With her cakes, Pellet wants to show people that there is such a thing as healthy cakes. She said: "Re-crafting traditional recipes with a modern twist, we create the haute couture of cakes, starting from scratch and presenting you with an exquisite product."

The cakes are made daily from scratch using organic stone ground flour, Scottish free range and organic eggs, organic butter, and organic raw cane sugar. In a time where food intolerance is becoming more and more frequent, Pellet is giving everyone the chance to enjoy cakes as much as they want to:- “I just want to give everyone the opportunity to have a guilt-free feast and celebrate life. Because that is what food is all about.”



Love Pure Cakes 39a Queen Street Edinburgh EH2 3NH

t: 07854 533555

e: lorna.pellet@LovePureCakes.com