

NOW TRENDING - UBE DESSERTS



What is ube?

Ube is a naturally purple yam, distinct from purple sweet potatoes and deeply rooted in Filipino dessert culture. Known for its **smooth, mildly sweet and nutty flavour, comparable with vanilla**, ube is a **natural colouring**, combining clean label and authentic origin with broad consumer appeal, ideal for private label innovation.

Why Ube delivers for private label

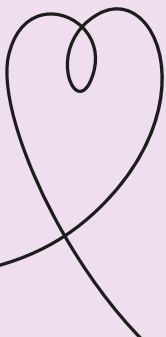
- Instant shelf **differentiation** through **natural purple colour**
- Premium look, **mainstream taste**, no barrier to trial
- Responds to consumer demand for products that look good, taste great and tell a story
- Excellent **visual performance** online and in store, supporting impulse and engagement

Consumer: drivers behind the colour

- Comfort: inspired by authentic dessert traditions
- Creativity: a bold colour that signals innovation and triggers curiosity
- Well being cues: **naturally linked to anti-oxidants** from purple plants
- Modernity: fits premium, contemporary private label ranges



 Desserts



Our Ube private label dessert range

Developed to refresh core categories while remaining efficient and familiar

Lava Cakes (90g) & mini lava cakes (24g): premium indulgence with a strong visual appeal

Our Ube Lava Cake combines a soft, indulgent cake with a **MOLTEN UBE CENTRE** that flows open at the first bite. Made with real ube, it delivers a naturally vibrant purple colour and a rich, creamy flavour profile. Despite its exotic origin, the taste is smooth, familiar and indulgent, a mainstream flavour that appeals to a wide audience. The contrast between the warm, melting core and the tender cake creates an eye catching dessert with strong premium appeal.

Mini Tartlets (20g): ideal for sharing, coffee moments and impulse

Our Mini Ube Tartlets elevate a familiar **BITE SIZE FAVOURITE** with the on trend “power of purple”. Built on a shortcrust (made from real butter) that stays crisp, each 20g tartlet is designed for sharing, coffee moments and impulse. A classic format, refreshed with strong visual impact. Ready to serve after just 30 minutes of defrosting, they deliver a premium look with an easy, approachable taste profile. No barrier to trial. Finished with a coconut decoration for an extra touch of texture and exotic appeal.

Our Ube Millefeuilles (from 20g to 120g): bring a vibrant purple twist to the classic millefeuille format, delivering instant visual differentiation and a premium shelf presence.

The natural, deep purple colour, is striking and made to **STAND OUT IN ANY ASSORTMENT**. In taste, ube is often described as smooth, gently sweet and slightly nutty, with familiar notes that many compare to vanilla, making it an easy, widely appealing choice for consumers.

A perfect option to refresh a core classic with on-trend colour impact while keeping it approachable and attractive for repeat purchase.

Muffins 90g -110g: familiar on-the-go format, elevated through colour innovation

Our Ube Muffins bring colour innovation to a familiar, everyday format. With their **NATURALLY INTENSE PURPLE TONE**, they deliver instant shelf differentiation and strong visual impact, while keeping the taste profile smooth and approachable, a premium look with a mainstream flavour and no barrier to trial. Ideal for private label ranges looking to refresh classic bakery with an on trend, “exotic yet-easy” twist that consumers instantly understand and enjoy.

Cake Rolls (10g or 20g or kingrolls): eye catching swirl, perfect for dessert plates, to serve with a coffee or on buffets.

Our Ube Cake Rolls are the perfect “wow” dessert in a familiar, easy format. The naturally vibrant purple swirl makes them an instant eye catcher on buffets, while their **PORTION CONTROLLED SLICES** are ideal for dessert plates and catering presentations. With a premium look but a mainstream, crowd pleasing taste, they offer no barrier to trial. A smart, affordable way to bring trend led impact to everyday dessert occasions.

Ube Ice Cream: brings powerful visual impact to a universally loved dessert format.

It's naturally intense purple colour creates immediate standout in the ice cream display, driving attention, curiosity and impulse.

The flavour profile is **SMOOTH, CREAMY AND GENTLY SWEET**, making it an easy and familiar indulgence for a broad audience. Ube ice cream works perfectly on its own, but also pairs effortlessly with classics such as vanilla, coconut or white chocolate.



For more information, feel free to reach out to Emmi Desserts Waregem via info.waregem@emmidesserts.com or +32 56 77 45 85.