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# Monty's Bakehouse to bring new innovations to WTCE Hamburg

By **PAX International** on January, 9 2019 | Events



A chocolate treat fresh from Monty's Bakehouse

[Monty's Bakehouse](#) will be showcasing the capabilities of its new Surrey innovation center at its [World Travel Catering & Onboard Services Expo](#) stand (1C20) this April. Demonstrations of its new 2019 product lines by Monty's culinary team as well as its latest packaging solutions will be on tap.

Matt Crane, CEO of Monty's Bakehouse, commented in a statement: "WTCE is without doubt the most important fixture in our calendar, offering the chance to bring exciting new concepts to market and share new ideas and ways of thinking. The opening of the Innovation Centre has heralded a new chapter for the Monty's Bakehouse family - giving us a place to create and help hit home our credentials as a full-service food-to-go solutions supplier, both in product design and packaging.

"In bringing a piece of our Innovation Centre home to Hamburg, we're extending an open invitation to current and new customers; if you like what you see and taste at WTCE, you're going to love the real thing - we can't wait to welcome you in."