

Mt. Elephant launches national Cake Pods range

Three new products land in over 700 Coles stores nationally this week

Elixinol Wellness Ltd confirms that Mt. Elephant Cake Pods are rolling out nationally this week in **over 700 Coles stores**, following the ranging acceptance announced earlier this year. The rollout marks the **brand's entry into the dessert category**.

Cake Pods combine a wholefood cake mix with a purpose-designed microwavable paper-based pod. Consumers add three ingredients, stir and microwave to prepare a warm cake in under 60 seconds. Flavours include **Choc Fudge, Matcha & White Chocolate and Strawberry Shortcake**.

Previously available in the baking aisle, Mt. Elephant will now also have a presence in the dessert aisle, **bringing the brand to a new shopping occasion**.

The launch extends **Mt. Elephant's strategy to challenge traditional categories** through TikTok-inspired flavours and innovative formats. It follows recent cookie and pancake launches, including pancake mixes in a no-mess mixing tub.

Elixinol Wellness CEO Natalie Butler said:

"Moving into the dessert aisle is an exciting next step. Our ambition is to disrupt familiar categories with social-inspired flavours and new ways to prepare and enjoy them. Cake Pods bring that approach to desserts."

Available in store from 7th of October.

Authorised for release by the Elixinol Board

For more information - please visit www.elixinolwellness.com

Sign up to [Investor Hub](#) to keep across company news

Please contact Natalie Butler for more information Natalie.butler@elixinolwellness.com

