

# Jarlicious Cupcakes Introduces Shelf-Stable Cupcakes in Jars for Australia-Wide Delivery

*Innovative shelf-stable packaging offers a practical solution for nationwide cupcake delivery, providing greater convenience for gift-givers and recipients.*

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[Jarlicious Cupcakes](#) has introduced a shelf-stable cupcake range packaged in jars, providing a practical solution for Australia-wide delivery while maintaining product quality and food safety.

The cupcakes are professionally prepared and packaged to remain shelf stable for up to 10 days when stored unopened at room temperature. Each jar features a clearly labelled best-before date and comprehensive nutritional information, allowing customers to store the product safely without refrigeration until opened.

The shelf-stable design addresses common challenges associated with shipping traditional baked goods, including refrigeration requirements, product spoilage and concerns about temperature fluctuations during transport. By eliminating the need for refrigerated delivery, the product provides greater flexibility for customers sending gifts, businesses arranging corporate orders and



Jarlicious Cupcakes 6 flavours



Jarlicious Cupcakes wedding 4 pack.

recipients who may not be home when deliveries arrive.

Unlike many fresh bakery products that require immediate refrigeration, the sealed jars are designed to remain safe for storage on a kitchen bench or pantry before opening. This packaging method helps reduce concerns about bacterial growth during transit and allows deliveries to be left safely at residential and business addresses where appropriate.

Linda Boreham, Founder of Jarlicious Cupcakes, said the development represents an important step in making premium cupcakes more accessible across Australia.

"Creating a shelf-stable cupcake without compromising quality has allowed us to offer customers a practical way to send cupcakes nationwide," said Boreham. "Recipients can enjoy the convenience of receiving a beautifully presented product that can be safely stored unopened until they're ready to enjoy it, giving them greater flexibility and peace of mind."

The new packaging system is supported by custom-printed protective boxes designed to help safeguard the jars during shipping. Each cupcake is individually sealed and professionally labelled to meet Australian food labelling requirements.

The introduction of shelf-stable cupcakes in jars expands delivery opportunities for both personal gifting and corporate occasions, providing customers with a product that combines convenience, presentation and extended freshness without relying on refrigerated transport.

For more information about Jarlicious Cupcakes and its Australia-wide cupcake delivery service, visit [www.jarliciouscupcakes.com](http://www.jarliciouscupcakes.com).

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Jarlicious Cupcakes Boxed and labelled showcasing the colour of each flavour.

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