

Shelf-Stable Sweet Treats Expand The Possibilities For Jarlicious Cupcakes

Cupcakes in Jars Offer a Refrigeration-Free Option for Delivery, Travel, Gifting and Businesses Across Australia

SOUTH AUSTRALIA, AUSTRALIA, September 8, 2026 /EINPresswire.com/ -- [Jarlicious Cupcakes](#) is highlighting the versatility of its shelf-stable cupcakes in jars, with products designed for Australia-wide delivery, gifting, travel and locations where refrigeration may not be readily available.

Each Jarlicious Cupcake is packaged in an individual jar and has a clearly marked 10-day best-before period from the day of baking. The cupcakes do not require refrigeration when stored in accordance with their recommended storage instructions, providing greater flexibility than products that must be kept chilled.

The shelf-stable format makes the cupcakes suitable for a variety of situations. Customers can send them to family and friends across Australia, while recipients have the flexibility to store unopened jars at room temperature until they are ready to enjoy them.

“

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Linda Boreham

The product may also be suitable for camping and other travel activities where access to refrigeration can be limited. The individual jar format provides a convenient way to transport a sweet treat without requiring refrigerated storage.

Beyond individual customers, the shelf-stable format may offer opportunities for a range of businesses. Hair salons,

florists, accommodation providers and other businesses may wish to offer customers or guests a packaged food product without needing dedicated refrigeration for storage.



Jarlicious Cupcakes Gift Pack.

The cupcakes may also be relevant to short-term accommodation providers looking for welcome gifts or treats for guests. Real estate agents and property professionals can use the products as settlement or client gifts, while businesses with multiple locations may have the option of sending packaged cupcakes directly to recipients.

The format also has potential applications in passenger and transport environments where refrigerated storage may be limited or where individually packaged food

products can provide additional convenience. Airlines and rail operators, subject to their own food service and procurement requirements, represent examples of industries where shelf-stable packaged products may be considered.

Linda Boreham, Founder of Jarlicious Cupcakes, said the versatility of the product was one of the key considerations behind the cupcakes in jars.

"We wanted to create a product that could go beyond the traditional cupcake experience," said Boreham. "The fact that our cupcakes are shelf stable and don't require refrigeration means they can be considered for many different situations, whether someone is sending a gift across Australia, heading away on a camping trip, welcoming guests to accommodation or looking for a convenient packaged treat to offer customers."

Each product is professionally labelled with relevant nutritional information and a clearly displayed best-before date. Orders are securely packaged in custom-printed boxes to support delivery across Australia.

Jarlicious Cupcakes is available online, with products designed to provide customers and businesses with a flexible alternative for gifting, sharing and enjoying cupcakes.

For more information about Jarlicious Cupcakes, visit www.jarliciouscupcakes.com.

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Jarlicious Cupcakes Gift Pack Delivered

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