



### Finsbury Crowned Celebration Cake Business Of The Year

Finsbury Food Group has had its expertise for creating innovative celebration cakes recognised at a prestigious industry awards ceremony, taking home the prize for Celebration Cake Business of the Year 2016.

The business beat off competition from over 30 large and small craft bakers across the UK to be recognised by the judging panel at the 2016 Baking Industry Awards for its passion and commitment to cake artistry.

At the heart of all of Finsbury's cake development is its Innovation team that worked hard throughout a four month judging process culminating in the design of a bespoke cake that showcased to the judges the craft, skills and expertise within the business.

This year's theme was 'Moulin Rouge'. Finsbury's Innovation team undertook significant research to design a cake that encapsulated the glitz and glamour of the iconic venue, creating a highly detailed final product that even included hand painted sheet music and a recreation in icing of Toulouse-Lautrec's famous paintings.

Jill Downs, Innovations Director at Finsbury Food Group said: "We're delighted to be recognised by the industry for our hard work and commitment to producing beautiful celebration cakes. We have some of the most creative, artistic experts in the industry at Finsbury and we were thrilled to have the opportunity to showcase our skills.

"Every one of our Celebration cakes is carefully developed by experts who are always finding new ways to display our technical skills and bring creativity and excitement to everything we produce."

The Baking Industry Award judges said: "The Finsbury cake showed excellent use of colour. The techniques used in the design were well thought out, they showed passion and the attention to detail was second to none.

"The Character modelling within the design depicted the true nature of the theme and the in depth detailed research to complete the task set using various references to history within the Moulin Rouge was really great. Overall it tells a great story of the Moulin Rouge!"

This is the second consecutive year Finsbury Food Group has been recognised at the Baking Industry Awards. In 2015 it took home the Bakery Manufacturer of the Year prize.



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About Finsbury Food Group

Finsbury Food Group is a UK incorporated company and a leading speciality bakery manufacturer, producing a diverse range of cakes, bread and bakery snack products for the major UK multiple retailers and the foodservice channel.

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