

## **Finsbury Food Group announces partnership with Costa Coffee to expand BOSH! range**

The UK's leading speciality baker, Finsbury Food Group, has once again partnered with BOSH!™, the British vegan duo, to launch a brand-new vegan traybake to be sold in Costa Coffee stores nationwide from 4th March 2021. This new collaboration will be the first time that Finsbury and BOSH!™ have partnered with a coffee shop.

Finsbury and BOSH! have created the indulgent BOSH! Ultimate Slice; a chocolate tiffin base, with a chocolate topping and finished with fudge and cookie pieces. The traybake will be on sale in Costa Coffee stores as well as available to order via the Deliveroo/UberEats apps from 4th March, RRP £2.25.

**A Costa Coffee spokesperson commented:** "We're delighted to be entering into this partnership with BOSH! and Finsbury, offering our customers a brand-new vegan product that should satisfy even the sweetest of sweet tooths. As the nation's favourite coffee shop, we always strive to put customer experience at the heart of everything we do, which is why we're incredibly excited to be introducing this exclusive product that our customers can't get anywhere else."

**Henry Firth and Ian Theasby, the brains behind BOSH!, second this, adding:** "We're so excited to be working with Finsbury FoodGroup and Costa Coffee to bring customers our Ultimate Chocolate Slice. Since BOSH!™ began in 2016, it's been our mission to help expand the vegan offering on the highstreet, so we're incredibly proud to be collaborating with the nation's favourite coffee shop. It's a real milestone for us and for veganism. Together, we've created this super tasty, indulgent treat for everyone to enjoy... whether you're vegan or not!"

Veganism is an industry expected to grow by 132% by the end of 2021, to be worth £7.4 billion.<sup>1</sup> Having forged a partnership with BOSH! in early 2020, Finsbury is no stranger to consumer demand for vegan alternatives, and have already helped to successfully launch the brand's first vegan cake range which comprises the Ultimate Chocolate cake, Luscious Lemon cake, Chocolate Happy Birthday cake, and Vanilla Happy Birthday cake.

**Jack Cook-Broussine, Brand Manager for Finsbury Food Group, said:** "Our partnership with BOSH!™ has allowed us to expand into the vegan category, and as the range continues to grow and do well, we're excited to continue working hard and create high-quality, enjoyable cakes that can be enjoyed by everyone - regardless of dietary preference.

"The launch of the new BOSH!™ Ultimate Slice is the first time we've partnered with a coffee chain, and indeed it's Costa's first time launching a vegan product of this kind, and so we're incredibly enthusiastic about the opportunities this presents moving forward, for our business but also for brands and consumers alike."

---

<sup>1</sup> UK Diet Trends, 2021: <https://bakeryinfo.co.uk/finished-goods/finsbury-foods-and-bosh-team-up-for-vegan-cakes/627302.article#:~:text=Finsbury%20Food%20Group%20has%20partnered,and%20plant%2Dbased%20recipe%20channel>



The BOSH!™ Ultimate Slice will be available to enjoy as a takeaway from Costa Coffee stores or at home via Deliveroo/UberEats from 4th March, for 16 weeks. The original vegan cake range can be found in Tesco and Asda, RRP from £3.50.

## **ENDS**

- **BOSH! Ultimate Slice will be available in Costa Coffee outlets, and via Deliveroo and UberEats from 4<sup>th</sup> March for 16 weeks.**
- **RRP £2.25**
- **\*Allegra Strategies, 2020**

### **Note to Editors**

For more information, please contact our team at [finsbury@finncomms.com](mailto:finsbury@finncomms.com).

### **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.

For more information, image or sample requests, please contact Kerryn Sorhaindo at [finsbury@finncomms.com](mailto:finsbury@finncomms.com)

### **About BOSH!**

BOSH!™ is run by British vegan duo, Henry Firth and Ian Theasby. First launched in 2016, BOSH! is now the biggest online vegan recipe channel in the world, reaching 26 million views a month. They have created four Sunday Times Bestselling cookbooks, are the stars of ITV's vegan cookery series, and they launched their own BOSH! vegan cake range with Finsbury Food Group in 2020, which can be found in Tesco and Asda.

### **About Costa Coffee**

Founded in London by Italian brothers Sergio and Bruno Costa in 1971, Costa Coffee is present in 41 countries around the world, with over 2,700+ coffee shops in the UK&I and 1,100+ globally. We are proud to be the nation's favourite coffee shop, having been awarded "Best Branded Coffee Shop Chain in the UK and Ireland" by Allegra Strategies for eleven consecutive years (2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020).

Making a positive contribution to the communities we are part of is extremely important to us, both here in the UK and across the world, that's why we established The Costa Foundation, a registered charity with the aim of improving the life chances of children in coffee growing communities by helping them access a safe, quality education. So far, the Costa Foundation has funded over 90 school projects and changed the lives of more than 90,000 children. We also have a UK-wide Community Programme, which enables our teams to volunteer their time to good causes locally and to invite community groups to make use of our welcoming space in store.

In 2011, Costa Coffee purchased Coffee Nation, which is now Costa Express. Today, Costa Express operates in 15 international markets, with over 9,000+ coffee bars in the UK and more than 1,100+



globally. Proudly serving the same Costa Coffee Signature Mocha Italia blend found in stores, combined with fresh milk to create a delicious and warming cup of coffee on the go.

All Costa Coffee products, including our At-Home range and Ready-To-Drink coffee, have been expertly crafted by Gennaro Pelliccia, our Master of Coffee and use Rainforest Alliance Certified coffee beans.

[www.Costa.co.uk](http://www.Costa.co.uk)