



Finsbury Food Group extends 20-year partnership with industry stalwart Thorntons

16 December 2020: A leading cake manufacturer in the UK, Finsbury Food Group, has announced a three-year extension to its existing long-term partnership with chocolatier Thorntons. Finsbury's and Thorntons' collaboration and expertise has driven the celebration cake market for the last 20 years; a long-standing brand partnership in the industry.

Finsbury has developed a range of premium, delectable products through a licensing arrangement with the Thorntons business. Thorntons full cake range with Finsbury includes celebration cakes, including classic flavours such as sticky toffee and triple layer chocolate, cupcake platters, FTG Bars and the much-loved Bites, designed to make bitesize moments special, with flavours ranging from chocolate fudge brownie to caramel shortcake made with Thorntons' traditional recipe toffee sauce.

The businesses will continue to work together until 2023, with future developments including the launch of treat bars, and further updates to the bites ranges, including seasonal, and cupcake platters.

Jack Cook-Broussine, Brand Manager at Finsbury Food Group, said: "Our relationship with Thorntons is one of the longest in the industry, a true testament to the partnership we have built and the team's ability to monitor changing consumer trends and develop products that capture the imagination of the consumer. We have seen huge success throughout the years of working together, particularly with our scrumptious bites products which are perfect for making bitesize moments special.

"With 20 successful years under our belt, it's brilliant to be able to extend our partnership by another three years, particularly after what has been a challenging year for the cake industry overall. We are looking forward to seeing what 2021 brings for the brand."

Fiona Morgan, Head of Foodservice Ferrero UK & Ireland, at Ferrero UK Ltd, adds, "It is through our strong partnership with Finsbury that we continue to drive the celebration cake market. There's no denying it has been a challenging year for all, but we hope to bring some joy to consumers with our cakes this Christmas. Thorntons is also a strong player in the cake bites market, and we are excited to refresh our delicious bites ranges in the near future."

Ends

Notes to editors:

For more information, image or sample requests, please contact finsbury@finncomms.com

Thorntons cake range:

- Thorntons Sticky Toffee Celebration
- Thorntons Triple Layer Chocolate Celebration
- Thorntons Cup Cake Platter
- Thorntons Indulgent Gift Cake
- Thorntons Caramel Shortcake Bites - 10 pack
- Thorntons Chocolate Brownies Bites - 10 pack
- Thorntons White Caramel Shortcake Bites - 10 pack
- Thorntons 5 Pack Billionaire Brownie
- Thorntons Caramel Shortcake Bites - 9 pack



- Thorntons Chocolate Brownies Bites - 9 pack
- Thorntons White Caramel Shortcake Bites - 9 pack
- Thorntons CSC FTG Bar
- Thorntons Brownie FTG Bar
- Thorntons Caramel Shortcake Bites - 8 Pack
- Thorntons Chocolate Fudge Brownies Bites - 8 Pack
- Thorntons Spooky Caramel Shortcake 10pk
- Thorntons Festive Caramel Shortcake 10pk
- Thorntons Festive Winter Spiced Bite 10 Pack
- Thorntons Easter Caramel Shortcake 10 Pack
- Thorntons Easter Chocolate Orange Bites 10 Pack

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.

About Ferrero:

Ferrero brings a little bit of pleasure to life through our iconic and much-loved brands.

For over 50 years, we provide our UK consumers with high quality products such as Kinder Surprise, Ferrero Rocher, Tic Tac, Nutella and Thorntons. We are driven by our pursuit for quality and excellence, whilst staying true to our values as a family-owned business. Today, Ferrero is the fourth largest Sweet Packaged Foods company in the UK, and third largest in the world.

For us, this all starts with placing Quality at the Heart of everything we do. This value runs throughout our entire business, from our approach to nutrition and sustainability, to the role we play within our communities, to the unique experiences we create for our consumers.

Find out more: <https://www.ferrero.co.uk/>