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For immediate release

KARA LAUNCHES ITS NEW AND EXCITING RANGE OF ARTISAN BREADS

Kara; the Foodservice brand of the Finsbury Food Group supplying frozen bakery products to the Foodservice industry, has launched a new and exciting premium range of Artisanal Breads, continuing to develop on the success of existing premium offerings for their customers.

Kara has expanded its Bakery range with six new Artisan Breads. The new range contains three flavoursome Sourdoughs, a hand crafted tiger bread, and two Vogel seeded loaves, developed to tap into market demands for premium food carriers and enabling Out Of Home (OOH) vendors to upgrade their offerings. These products are 'on trend' and allow increasingly adventurous consumers to try something new.

Chris Haddy Foodservice Commercial Controller said: "The launch of the Artisan Bread range continues to expand our premium bakery offerings. It includes six unique products, all produced with the finest ingredients at our craft bakery, Nicholas & Harris, located in Wiltshire."

"Nicholas & Harris can trace its roots back to the 1830's so has over 175 years of baking tradition, today their workforce includes more than 30 professional bakers, and their expertise in baking artisan bread is unrivalled. Being able to develop a Kara range with such expertise has been an unprecedented success."

The new range of artisan bread has been developed to meet Foodservice operator's needs and meet the requirements of their customers. The selection will be certain to delight and inspire customers.

For more information on Kara visit www.karafs.co.uk or call 0161 351 2399 to speak to a member of the Customer Care team.

Keep up-to-date with Kara's latest news by following us on Twitter @karafsbakery



Images available at
www.finsburyfoods.co.uk/media-centre/gallery

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Notes to editor:

For more information regarding Kara Artisan Breads please email Jane.Deegan@karafs.co.uk