

Our Business

Our business is split into UK bakery and overseas. The UK bakery manufactures and sells bakery products to the UK's multiple grocers and foodservice sectors. More information on manufacturing, products and customers is shown below.

Manufacturing

Finsbury Food Group includes eight manufacturing facilities and bakery companies (including two facilities in the newly acquired Ultrapharm Group) and one distribution company.

Fletchers Bakeries

📍 Sheffield

Johnstone's Food Service

📍 East Kilbride

Kara Foodservice

📍 Manchester

Lightbody of Hamilton

📍 Hamilton

Memory Lane Cakes

📍 Cardiff

Nicholas & Harris

📍 Salisbury

Ultrapharm UK

📍 Pontypool

Ultrapharm Poland

📍 Rybarzowice and Żywiec,
Poland

Lightbody Europe

(distribution company)

📍 Rennes, France

Our Customers

Our UK bakery segment supply supermarkets, discounters and convenience stores within the retail sector and hotels, pubs, restaurants, high street chains, fast food outlets and contract caterers within the UK foodservice sector.

Our overseas businesses supply the retail sector in France, Benelux, and Switzerland where cake has seen real growth over recent times. The Ultrapharm business has extended us into additional markets of Poland, Scandinavia and Italy.

Our Products

We make a wide range of cake and bread products to serve the UK retail and foodservice markets. Our cake products are retailer own label and licensed brands, our bread products are retailer/wholesaler label with our Kara foodservice brand representing a significant proportion of our total foodservice business.

Bread, Morning Goods and Cakes

- Speciality breads
- Buns and rolls
- Celebration cakes
- Sharing cakes
- Snacking cakes
- Gluten-free bread, morning goods and cakes



Kara Foodservice

Kara is our own foodservice brand. The Kara brand covers an ever-growing portfolio of savoury and sweet baked goods, including floured baps, artisan breads, brioche buns and single serve cakes focusing on the latest consumer trends.

Licensed Brands

We have a long-standing relationship with many licensed brands, manufacturing quality bread and cakes for some of the biggest names in the market.

Mars

The Mars cake range is now one of the top performing brands within the category. You can find a celebration cake and/or a sharing cake across most of their iconic brands i.e. Galaxy, Twix, M&M's and Maltesers in retail outlets. The success and popularity of this product range can be closely attributed to the careful development of product flavour profiles that align with the respective confectionery brand. The Mars sharing cake range has been a key contributor to the sharing category over the last 12 months.

Thorntons

Our long partnership with Thorntons has allowed us to bring to market a range of premium confectionery products in celebration, sharing, snacking, food to go and seasonal cake formats. Thorntons is the 5th biggest brand within the cake category and the biggest single brand in celebration cake overall.

BOSH!

This plant based, vegan friendly brand is now a year old, with a product range that includes celebration, sharing and food-to-go categories. Working closely with brand founders and friends Henry Firth and Ian Theasby we continue to develop innovative products that meet the ever-growing vegan consumer and BOSH! fan's needs. The BOSH! brand is now seen as the no.1 go to brand for everything vegan.

Mary Berry

Now in our sixth year of partnership we continue the evolution of our Mary Berry product range. The Mary Berry brand is now established as a core staple within cake, across both celebration and sharing cake categories.



Diageo

Our relationship with Diageo has now evolved across key brands such as Baileys, Guinness, and Gordon's. This partnership has allowed us to develop on trend product profiles that meet that ever popular "boozy cake" trend, delivering both in taste and occasion needs. The product range stretches across celebration, snacking and seasonal areas and has become an integral part of our branded portfolio.

Character Licenced Portfolio

We have a broad and unique portfolio of character-based entertainment licences that meet a broad age range and diverse consumer occasions. We work with some of the biggest character licensed brands in the world. Our ever-evolving portfolio is vital in meeting consumer trends and expectations. We continue to build on our range of nut-free celebration cakes by leveraging our key brands and in turn to meet the growing demands of this market. With a range that covers everything from movie to gaming based and collectable toy licence properties, we work with some of the biggest globally recognised brand owners, for example Disney, Warner Bros. Xbox, Nintendo, Hasbro and Universal and we are able to bring to market leading celebration cakes that meet every birthday age that the consumer is looking for.

Disney

Disney has continued to perform strongly for the business even in light of the last 12 months. With established listings across our UK and French customer base, we have continued to develop and launch new products and large cake formats under key evergreen Disney and Marvel franchises such as Frozen, Princesses, Cars, Toy Story, Avengers and Spiderman.

TGI Fridays

The TGI Fridays collaboration is new to our portfolio but has been borne out of meeting the growing dessert trend within the market. Our new range of American themed treat cakes are perfect for all sharing occasions and has ably fulfilled a gap in the market.

Vogel's

Alfred Vogel was a pioneering Swiss nutritionist who used natural ingredients. Vogel's loaves are baked without added sugar, emulsifiers, enzymes, or artificial preservatives or flavourings, and are bursting with seeds and grains.

Village Bakery

The range of organic fresh rye bread brands for those looking to avoid wheat. All made with no added yeast, emulsifiers, or enzymes.

Cranks

Wholesome, simple, nutritious bread baked with organic stoneground wholemeal flour and fermented for longer, made without any additives such as emulsifiers and enzymes.