

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 and Sites

Finsbury Food Group includes eight manufacturing facilities and bakery companies 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 and Harris

 Salisbury

Ultrapharm UK

 Pontypool

Ultrapharm Poland

 Rybarzowice and Żywiec,
Poland

Lightbody Europe

(distribution company)

 Rennes, France

Our Customers

Our UK bakery segment supplies 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

Finsbury are proud of the partnerships we have with a broad range of different licensed brands, allowing us to manufacture innovative quality products across bread and cake.

MARS

We manufacture a broad range of cake products using some of the iconic brands within the MARS portfolio such as Galaxy, Maltesers, M&M's and MARS Bar. These product formats range from sharing cake to celebration cakes and can be found within most retail outlets. We work closely with MARS to ensure the products are the perfect representation of each brand in terms of taste and quality and meeting consumer expectations.

Thorntons

Our 20-year partnership with Thorntons continues to allow us to develop and manufacture a premium range of celebration, snacking and seasonal products to the market under this iconic British brand. The Thorntons brand within cake is one of the few premium based brands within the category, with our core iconic caramel shortcake bites being one of the most popular formats within the range.

BOSH!

BOSH! is seen as the largest vegan based brand within the UK market in terms of reach and engagement and continues to grow. Working closely with brand founders and friends Henry Firth and Ian Theasby we continue to develop innovative products that meet the ever-growing demands of vegan consumers and BOSH! fans alike.

Mary Berry

Now in our seventh 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 and Gordons'. 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 Licensed Portfolio

We have a broad and unique portfolio of character-based entertainment licenses 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 meet the growing demands of this market. With a range that covers everything from movies to gaming and collectable toy licence properties, we work with some of the largest globally recognised brand owners, such as Disney, Warner Bros. Xbox, Nintendo, Hasbro and Universal and we are able to bring market-leading celebration cakes that meet every birthday age. Over the last 12 months we have seen the performance of our character license range grow both in the UK, France and Benelux due to the strength of license and product formats we have developed and produced.

TGI Fridays

The TGI Fridays collaboration is now a year old and has met the ever-growing dessert trend within the market. Our range of American-themed treat cakes are perfect for all sharing occasions with further flavour profiles being added to the range.

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.

