

Finsbury launches HFSS-compliant brand, Baked



NEWS, September 2022: The UK's leading specialist baker Finsbury Food Group has announced the launch of its brand new HFSS-compliant brand Baked, as part of its commitment to introduce healthier alternatives to the cake and snacking categories.

Marking the first time the Group has brought to market its very own brand, the Baked range will initially comprise of five-pack cake slices in two distinct flavours: Lemon Drizzle and Sticky Toffee.

Available to buy online and in-store at Tesco supermarkets now, a pack of 5 slices retails at £1.60. The Baked range has been uniquely formulated to give consumers a high fibre, low calorie option, whilst complying with upcoming regulations around fat, sugar and salt content.

As the UK's cake category is largely non-HFSS compliant, Finsbury Food Group has developed the range to deliver permissible options for consumers without comprising on flavour and the much-loved 'cake experience'.

As it's anticipated that the new HFSS guidelines will have a significant impact on cake category sales, the Baked brand is also uniquely positioned to drive incremental category growth and provide a much-needed solution for retailers.

Daryl Newlands, Head of Brands and Marketing within Cake at Finsbury Food Group, comments, "When conducting market research for Baked, it was clear to us that there was a lack of variety within the health and wellbeing space, with only Vegan offerings or Malt Loafs available. We recognised an opportunity to develop a standout brand that produces baked goods which comply with the HFSS restrictions coming into play.

"This really is a landmark moment in Finsbury's history. Not only does this mark the launch of our very own brand for the first-time, but we are also delivering an innovative proposition that will play a major role in the snacking category that empowers shoppers to have more permissible choices.

"The Baked range affords retailers the opportunity to display new HFSS-compliant, tasty combinations on prominent shelf positions that not only help attract a new cohort of customers, but also drives significant interest and sales growth to the healthier snacking and cake categories. With our motto 'Feel Good Cake', we are confident that the Lemon Drizzle and Sticky Toffee flavours will be a satisfying introduction for UK customers, and we look forward to unveiling a series of new flavours and varying formats under our Baked brand in the future."