

## THE CHOCOLATIER AND THE BAKER

### THE SWEETEST PARTNERSHIP: FINSBURY AND THORNTONS

For over a century, Thorntons has been a leading force in British confectionery, delivering beloved treats such as truffles, chocolates and exciting seasonal collections. Over the past 20 years the brand has branched out into the bakery sector, launching the ever-popular Thornton Bites amongst other cakes and baked goods.



To develop the cake range, Thorntons partnered with leading cake manufacturer, Finsbury Food Group. Now over 20 years on, we look back and celebrate the partnership that continues to thrive through shared innovation, industry insight and expertise that ensures success within the cake market.

Developed by Finsbury, the range of premium, delectable products are created 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 Caramel Shortcake Bites made with Thorntons' traditional recipe toffee sauce to the new autumnal Orange Brownie Bites.

**Fiona Morgan, Head of Foodservice Ferrero UK & Ireland, at Ferrero UK Ltd, comments:** *"It is through our strong partnership with Finsbury that we continue to drive the celebration cake market. There's no denying that it continues to be a challenging time for consumers, producers and brands alike, but together we hope to bring some joy to consumers with our cakes this autumn/winter."*

*"We have partnered with Finsbury for over two decades, delivering great tasting cakes conveniently to our customers. Our partnership remains strong, and we continue to develop new and exciting taste profiles – with more to come in 2023."*

**Donna O'Neill, Brand Manager at Finsbury Food Group, adds:** *“Our relationship with Thorntons is one of the longest in the industry. We believe that the longevity of our relationship is based upon our sound understanding of the cake consumer and their needs, and ultimately developing high quality, delicious products, which meet these needs and occasions of the consumer, by developing new product formats and on-trend flavours. We have seen huge success throughout the years of working together, particularly with our scrumptious bites products which are perfect for sharing with loved ones, making bitesize moments special.”*



Over the next twelve months the partnership will continue to deliver innovations across the category. Through a continued expansion of the range, with plans in place to refresh the design of the entire celebration range in 2023. As always, the range will be reflective of new product developments and flavours which are within the broad Thorntons confectionery range.

Most recent to launch was an exciting and seasonal twist on the Thorntons Brownie range, Orange Brownie Bites, delighting consumers with delicious chocolate orange flavoured brownies dipped in mouth-watering milk chocolate.

A permanent addition to the range, the Orange Brownie Bites are a modern taste to a classic flavour, making it the perfect treat to be shared with family and friends as the nights draw in. With other new seasonal additions to the range launching later this month, including the tasty Toffee Apple Bites and Chocolate Orange Bites, Thorntons' Orange Brownie Bites ensures that there's something for everyone when it comes to succulent treats!

**Donna O'Neill, Brand Manager at Finsbury Food Group, continues:** *“Thorntons cake bites have the highest impulse purchase rate throughout the category, and we know its look and flavour appeal is key to ensuring those impulse purchases remain high. The range has enjoyed great success over the last 20 years, but we are constantly looking for ways to bring in new shoppers to the category and Thorntons brand.”*

*“The key to our ongoing success is to never take our eye off the ball when ensuring the range fits changing consumer trends. The Thorntons bites and bars are successful because they are perfect for sharing occasions and adding a bit of luxury to those moments. We know the chances to get together and share a treat have been few and far between but hopefully, people will now have more opportunities to spend time together and we’re making sure we have the perfect treats for those special times.”*

As the collaboration enters its third decade, the Thorntons brand remains in the top 10 cake brands and is the second biggest brand in celebration cake, with Thorntons Triple Chocolate continuing to be a firm favourite. With big plans for 2023, we can’t wait to see what comes next.