

Fletcher Bread Range Redesign Launch

After 25 years, Kara, the foodservice brand of Finsbury Food Group will be rolling out new packaging next month to better communicate slice thickness, variety and recipe improvements on their Fletchers Sliced Bread range.

From next month Kara will be changing the packaging of their much loved breads packaging on all 11 loaves; rejuvenating with a modern twist. The packaging has been designed to give the two variants of traditional and sandwich loaves a greater provenance on pack and show the slice thickness more clearly. The colour palette of the packaging has now been condensed to bring the designs more in line with the Kara brand as we continue to evolve under the Finsbury umbrella.

The loaves have also undergone slight recipe improvements to bring them up to date with contemporary baking standards. Our expert bakers have used new bakery techniques to improve the quality and structure of the loaves, providing a significantly softer eat and improved freshness to ensure quality product leaves the kitchen.

Fletchers Bread now benefit from:

- 3 days 'extra life, taking overall shelf life to 5 days after defrost
- Meet FSA 2024 salt guidelines
- Softer eat throughout product life

The changes to design and the product will roll out from w/c 7th June, with Thick Sliced White and Wholemeal Traditional Breads transitioning first. The roll out will take place over 4 months with all designs changing by October 2021. The breads will still have the same Fcodes and barcodes, as there are no major changes to recipe or allergens.

For more information, please contact your account manager.

