

Finsbury Launches Mouthwatering NPD for Autumn 2023

As we near the end of summer, the UK's leading specialist baker, Finsbury Food Group continues its track record of delivering trend-led and innovative NPD with its extensive licenced brand portfolio to deliver a range of cakes and sweet treats to the market.

In line with current trends and in response to the dynamic demands of UK customers, Finsbury Food Group is excited to introduce an assortment of cakes, cupcakes, and bite-sized treats featuring beloved brands such as Skittles, Galaxy, Thorntons, and TGI Fridays!

September 2023

Skittles Celebration Cake

A new addition to Finsbury's Mars portfolio – the Skittles cake. The ultimate accompaniment to your colourful birthday party! This one is a delicious, light sponge sandwiched with creamy filling, topped with frosting & a variety of Skittles flavours. It's sure to be a party pleaser!

Available from 23rd September in ASDA, RRP £14



Thorntons Toffee Apple Bites

A spooktacular Halloween tradition, elevated with Thorntons' signature touch! Delectable shortcake squares enveloped in an apple-infused caramel filling and crowned with creamy milk chocolate.

Available from 23rd September in Spar, ASDA and CO-OP, RRP £1.25



Thorntons Gingerbread Caramel Shortcake Bite

It's never too early to talk about Christmas, right? After all, it's not really Christmas without a Thorntons seasonal bite!

Indulge in the festive spirit with these delightful Gingerbread-Infused Caramel Shortcake Squares. These bites feature a luscious cinnamon-infused caramel filling, perfectly complemented by a velvety layer of milk chocolate. Adorned with charming gingerbread-themed decorations on top, Thorntons' Caramel Shortcake takes on a festive twist that will fill your taste buds with seasonal joy.

Available from 30th August in Tesco and early September in CO-OP, ASDA, Nisa and Spar, RRP £1.25



TGI S'mores Traybake

Inspired by the TGI Fridays menu, this S'mores Traybake features a chocolate sponge, generously crowned with a luscious Speculoos cream. Adorned with dark chocolate shavings, a crumbly milk chocolate biscuit shortcake, fluffy marshmallows, and drizzled with a rich Speculoos sauce, this one is a decadent delight for your taste buds.

Available from 4th September in Tesco and 23rd September in ASDA, RRP £5



TGI Honeycomb Traybake

This one's for the honeycomb lovers! Savour the decadence of this toffee caramel sponge, lavishly crowned with a velvety vanilla cream cheese topping. It's elegantly adorned with drizzles of caramel and chocolate sauce, culminating in a delightful sprinkle of chocolate-covered honeycomb pieces for a truly indulgent treat.

Available from 4th September in Tesco, RRP £5



Galaxy Counter Brownies

Four luscious brownies, generously frosted and sprinkled with Galaxy milk chocolate counters. Perfect for sharing – but only if you want to!

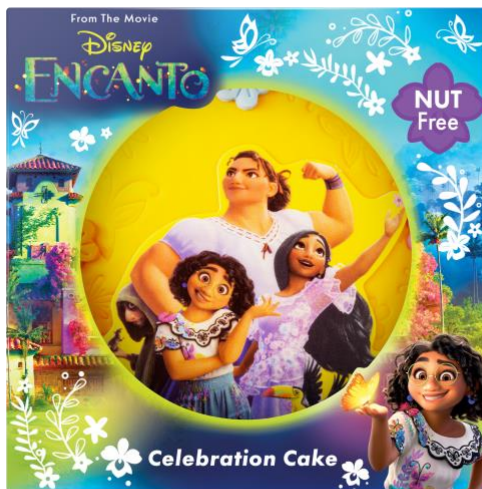
Available from 23rd September in ASDA, RRP £2.50



Disney Encanto Celebration Cake

Bring Mirabel to your birthday party with this new Encanto celebration cake. Delicious squishy sponge with a layer of zingy raspberry jam and sweet filling, covered with soft icing and finished with edible decorations.

Available from 4th September in Tesco RRP £13



Mars and Friends Cupcakes

Have your cake and eat it! This delightful trio of Mars, Maltesers & Galaxy Caramel is a brand new addition to the Finsbury Mars portfolio. There's a flavour for everyone - but only if you want to share!

3 Mars chocolate cupcakes with chocolate nougat frosting; 3 Maltesers chocolate cupcakes with malt frosting and Maltesers; and 3 Galaxy chocolate cupcakes with caramel frosting and Galaxy counters.

Available from 23rd September in ASDA. RRP £7.50



Daryl Newlands, Head of Brands and Marketing at Finsbury Food Group said, "We are excited to announce a wide range of NPD for the autumn of 2023. We continue to innovate in line with consumer demands for exciting indulgent treats at accessible price points. Our team has worked closely with our brand partners to create products that align with their master brand equity, whilst also creating unique offerings that really stand out on the cake fixture."

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