

Lees of Scotland: Kantars top 50 Scottish Food and Drinks Brands of 2023

We are delighted to announce that Lees of Scotland has again been featured in Kantars top 50 Scottish Food and Drinks brands of 2023, in the Scottish Grocer's December issue.

Through Lees' Scottish provenance, the brand has established strong connections with Scottish consumers and are always looking for ways to build on this to reach new customers.

Thank you to all our customers this year, we can't wait to show you what we have planned for Lees in 2024...

40. Orkney Cheddar

Orkney Cheddar proved the range of provenance on parts with provenance in focus in 2023. The brand's success is due to its quality, its heritage and its provenance that strongly resonates with consumers in Scotland and beyond.

And much like the Orkney Islands, the brand's history and reputation have grown over time. Orkney Cheddar has geographical indications protection since 2010. The UK name Orkney Scottish Cheddar.

If it's a cheese by the name of Orkney, there must be something about it. Orkney Cheddar has been produced in the Orkney Islands since 1850. It's a cheese that's made from the purest of milk, and it's a cheese that's made in a way that's been passed down through generations.

41. Lee's of Scotland

The consumers are clearly pleased with Confectionery brand confectioner Lees of Scotland.

Building on its success, the brand is looking to expand its range of products. The brand's range has been growing since the factory's doors first opened in 1931 to include a range of confectionery bars, traditional Jam Tarts, Mince and Jaffa Tarts and a range of Meringue Confectionery.

A spokesperson for Lees of Scotland said: "The brand has been a family favourite for years. The quality and delicious taste of our Snowballs, Tarts and Meringues appeal to customers everywhere."

"Through our Scottish provenance, we have created a strong connection with Scottish consumers and are always looking for ways we can build on this."

"Our community is extremely important to us. Without them, there would be no Lees of Scotland, so we actively participate in supporting local events and charities, and will continue to do so."

As part of this community support, Lees hosted its annual Family Fun Day in August, bringing together its colleagues and their families to celebrate another year with the business.

The brand used this day to help raise £1,000.00, which was donated to the specialist palliative care hospice St Andrew's Hospice in Ayr, which provides support and treatment for those living with life-limiting illnesses.

Lees also supported its social community with its sponsorship of Confectionery youth football team Milan FC, helping the team with their kit, equipment and travel, allowing competitors.

Lees' biggest move in 2023 was to join the massive confectionery manufacturing firm Finlay Food Group, adding its expertise of value to the business, which owns other bakery items, such as the Welsh brand Memory Lane Cakes that includes licensing brands for Dorset, Thomson, Universal and Mary Berry.

A spokesperson for Lees said: "Lees of Scotland joined the Finlay Food Group in January 2023, which has brought a lot of positive change to the business, with new ideas for how we can expand our portfolio and meet customer demand."

"We're focused and committed to future-proofing this iconic brand and we're excited to announce that next year we'll be introducing our brand with a new update to existing products and creating new ones."

"The aim is to create our own range of Snowballs and Tarts while maintaining the same great taste and look our customers love."

42. Stoats

Stoats is a brand of chocolate-covered malted milk balls, which has been a Scottish family favourite for over 70 years. The brand is known for its quality and its provenance that strongly resonates with consumers in Scotland and beyond.

Stoats is a brand that's made from the purest of malted milk, and it's a brand that's made in a way that's been passed down through generations.

Lees' 50 CALORIES

Lees'®

STOCK UP NOW

Lees' 18 Mini Snowballs

Experts in confectionery since 1931

Our delicious combination of chocolate, coconut and mallow has been a Scottish family favourite for over 70 years!

Noted in the top 50 Scottish Food & Drink Brands

SALES@LEESOFSCOTLAND.CO.UK
01236 441600