

# Abundance of NPD at Finsbury

## DETAILS

Finsbury Food Group plc  
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## KEY CONTACTS

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Head of Brands & Marketing

## KEY PRODUCTS

Own-label and branded cake, bread and morning goods products, including a licensed brand portfolio of cakes and sweet treats

 Finsbury Food Group is one of the UK's leading specialised bakery manufacturers, supplying a range of own-label and branded cake, bread and morning goods products to retailers across the UK and Europe.

This year, in response to the dynamic demands of UK customers, the company has added new products to its extensive licensed brand portfolio, including Thorntons Salted Caramel Marble Bites, TGI Fridays Smores Sundae and Honeycomb Heaven Traybakes and Mars Cupcakes.

For seasonal treats, Finsbury has released gingerbread-infused Thorntons caramel shortcakes and a luxury Baileys Yule Log, featuring a generous layer of Baileys flavoured ganache, a delicious chocolate sponge, rolled with a milk chocolate filling, plus a milk chocolate layer glaze.

Baileys Celebration Cake offers layers of chocolate cake, covered and filled with Baileys infused frosting, while



“New products launched answer the dynamic demands of UK customers”

Baileys Red Velvet Brownies are topped with Baileys flavour frosting, drizzled with dark chocolate and decorated with bronze sugar sprinkles.

With the Euros 2024 fast approaching, Finsbury's England FA Shirt Celebration Cake makes the perfect party centrepiece, and its Disney Encanto Celebration Cake is a real crowd-pleaser for fans of the movie.

 **Finsbury**  
Food Group

*Finsbury Food Group is the UK's largest speciality bakery manufacturer.*

We manufacture cake, bread & morning goods for multiple retailers, food service and export channels across the UK & Europe.

We also hold a broad portfolio of licensed brands, including Diageo, Thorntons & Character License.



**Baking Brilliance Every Day**