

# Delicious Opportunities with Finsbury

## Can you tell us a bit more about Finsbury Foods?

Finsbury is the largest specialist bakery in the UK, with a wide-ranging product portfolio that covers cakes, bread, and morning goods. We supply into retail, foodservice, and out-of-home channels, offering everything from celebration sharing cakes and bites to buns & rolls, sourdough and sweet treats.

We operate across nine manufacturing sites with one central sales and marketing office in Renne, France, and we serve both the UK and parts of Western Europe. The business has been operating as Finsbury Food Group since 2002, but many of our sites have been baking locally for over 100 years. We're proud of that heritage and expertise - it keeps us rooted and proud of each site's capabilities.

## And how many brands do you currently work with?

Right now, I'd say we're working with over 18 brands, and that number grows when you include all the franchises within the bigger names. For example, working with Disney opens up partnerships across Marvel, Star Wars, and Pixar. Likewise, we partner with Universal, Warner Bros., and Paramount. We also work with brilliant food brands like Mars, Thorntons and Nadiya Hussain. There's a lot of variety in what we do and from June to September we are planning on launching some real exciting NPD.

## What has been your most successful licence to date?

In terms of long-term success and scale, it has to be Disney & Thorntons. That's been our biggest and most enduring partnerships - over 20 years, in fact. And within that, Frozen was a huge moment across the industry. The impact it had on product demand was phenomenal. Plus, we brought Thorntons brand into bakery all those many years ago.

There has been a lot of successful stories with different brands and partnerships over the years, but honestly, each brand has its own personality, strengths and peak moments which



we are all equally proud of and is a privilege to work with.

## And do you have a personal favourite?

That's a tough one, to be honest I have so many - I've got different favourites for different reasons. From a fan point of view, I'm a bit of a geek, so I've always loved Marvel and DC. I think what has been built over the last decade has been incredible.

From a product perspective, I love what we do with Thorntons - especially the caramel shortcake and brownies. And then from a relationship point of view, working with Mary Berry has been a real honour. She turned 90 this year, and bringing her legacy to life through our products has been genuinely special.

## The food and beverage category just seems to be growing and growing. How are you taking advantage of this?

We're a trend- and consumer-led business, and that's a big part of how we approach new opportunities. When we spot a strong trend or a brand that's gaining momentum, we look at how we can bring that to life through a product format that makes sense for the moment.

It's about offering the right brand, with the right product, for the right occasion - whether that's for everyday snacking / eating occasions or a big celebration. Having broad capability as a group means we can target all key eating occasions within the bakery category.

## Any particular trends to note?

Absolutely. We're seeing more demand for products that go beyond the

expected. That includes layered cakes, loaf cakes with flavour injections, and formats that add extra indulgence or surprise.

Shape is another area we're exploring more—anything that can deliver on visual appeal or add a bit of fun to the product. It's about keeping things fresh and relevant for today's shopper.

## What makes Finsbury such an exciting prospect as a partner?

We've been working within the license industry for over 28 years and our late friend of the business, Kelvyn Gardner, was one of the key contributors to our success over the years. We don't take our partnerships for granted. The industry has become part of the groups DNA. We're collaborative, we care about doing right by the brands we work with, and we're focused on building long-term relationships to build the best possible product we can, to meet the consumer needs.

When we work with a partner, we invest in understanding their brand, their audience, and how to create something that feels right. It's not just about putting a logo on a product - it's about adding value, building trust, and delivering great results for everyone involved.

This is all supported by my Marketing team and also the wider business, without this, we would not be able to achieve what we have so far and aspire to in the future. ■



Daryl Newlands, Head of Brands & Marketing at Finsbury Food Group

