

# End User Day

18<sup>th</sup>-19<sup>th</sup> July





Who are we?



Finsbury  
Food Group Limited





# ACQUISITION TIMELINE

MEMORY LANE  
CAKES

2002

Acquisition of Memory Lane Cakes  
- name change to Finsbury Food Group

NICHOLAS & HARRIS  
of Salisbury

2003

Acquisition of Nicolas & Harris

United Central Bakeries Ltd  
CALIFORNIA CAKE COMPANY  
Campbell's

2005

Acquisition of UCB, California and Campbells

Anthony Alan's  
Lightbody  
family bakers & confectioners since 1871

2007

Acquisition of Anthony Alan Foods and Lightbody Group

Livewell  
Free From  
GLUTEN WHEAT MILK

2008

Acquisition of Yorkshire Farm Bakery and A&P Foods

NICHOLAS & HARRIS  
of Salisbury

2009

Nicholas & Harris acquired Goswell Enterprises Ltd.

Livewell  
Free From  
GLUTEN WHEAT MILK

United Central Bakeries Ltd

2013

Livewell and United Central Bakeries sold

Fletcher's Group  
of Bakeries

2014

Acquisition of Fletcher's Bakeries

JOHNSTONE'S  
FOOD SERVICE LTD.  
Dividers of Bakery Goods

2015

Acquisition of Johnstone's Food Service

Ultraparm  
THE GLUTEN FREE BAKERS

2018

Acquisition of Ultraparm

Lee's®

2023

Acquisition of Lee's

DBAY  
Finsbury  
Food Group Limited

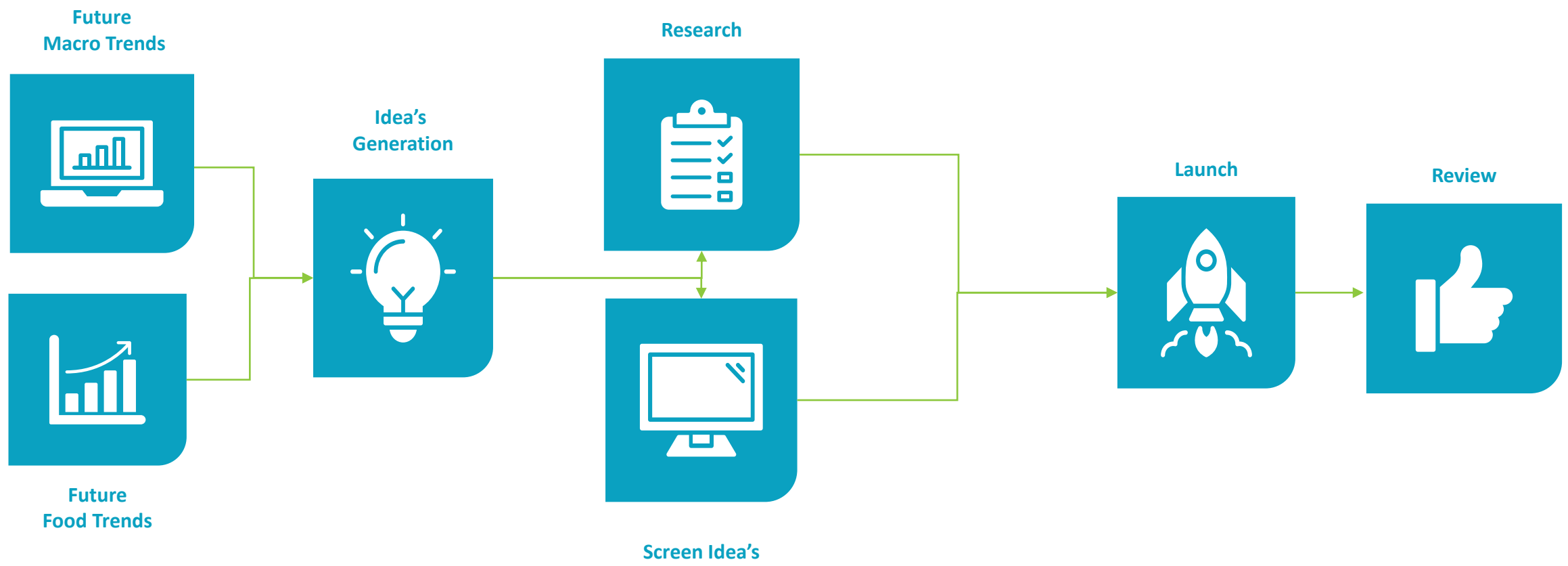
2023

Finsbury return to a private Limited Company

# NPD Process & Our Capabilities



Interpretation of future trends, Insight and consumer research that inform and shape product development, range, promotions and category planning for joint growth







# Finsbury

Food Group Limited

## Capabilities

Everyday Favourite Burger Buns – Premium Burger Buns – Baguettes – Bloomer Breads – Sliced Breads – Pizza Doughballs- Artisan Breads- Doughnuts- Cupcakes- Scones- Traybakes – Round Cakes- Traycakes- American Muffins – Scones – Gluten Free Bakery- Meringues- Teacakes- Snowballs- Bespoke NPD





# End User Range Favorites



Variety of presliced burger buns



100% freshly frozen for added convenience and waste management



Thaw & serve sandwich breads & bloomers



Ready to use doughballs



Presliced English Muffins



Premium artisan breads



Traybakes including hot eat brownies



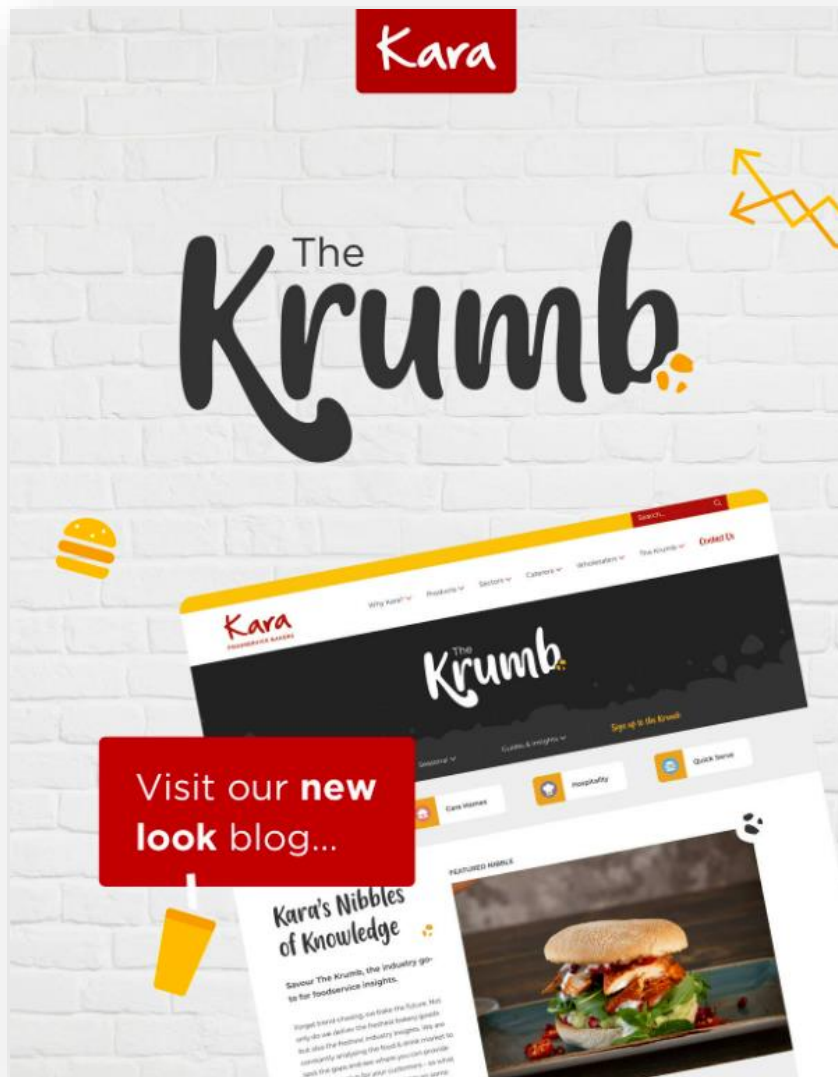
Scan For More





# Our Category Process- How we can work together



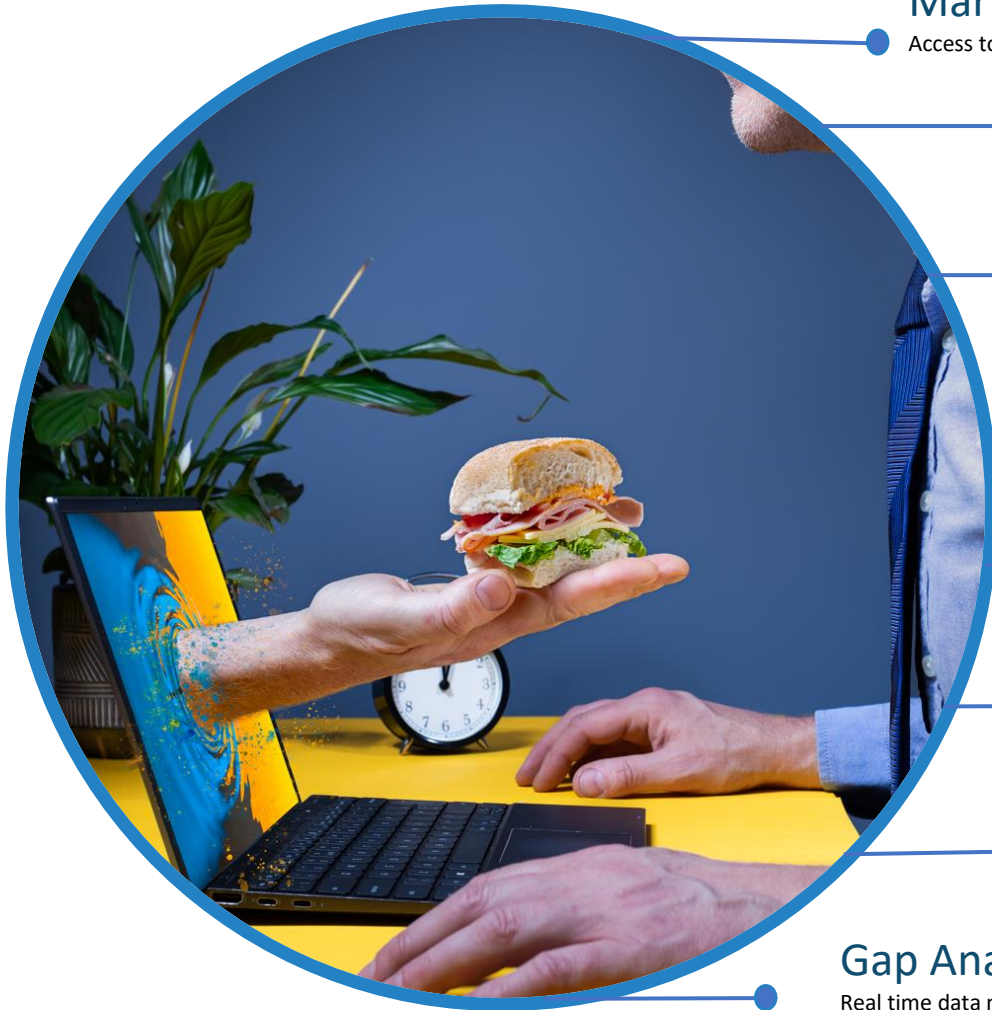


- Our insights document is now moving online
- Article based with bigger reports coming once a month
- Filled with sector-based information aswell as overall market reviews and updates
- Objective is to become the bakery thought leaders in the market, and we want to support our customers along with their own product portfolios and website content
- Podcast coming 2025





# Where Do We Get Our Market Insights?



## Market Insights

Access to EDOP, Quarterly Debriefs, Study Tours, Menu Analysis Reports

## Market Intelligence

Insights into the future of foodservice market & NPD, informed decision making

## Global New Products Database

Searchable database with more than 40,000 new FMCG product launches every month across 86 markets. It gives you analysis and recommendations on what's happening now and what will happen in food science, specialised nutrition, patents, concepts, claims, ingredients, packaging and applications.

## Retail Analysis

Kantar & IGD

## The Food People

Food trend spotting, reporting and predictions

## Chef Inspiration

Recipe and idea creation

## Wholesale Data

Real time data from our suppliers

## Gap Analysis

Real time data menu analysis depending on which sector we are looking into

