

Growth with Our Partners

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1

2

3

4

5

6

Better... business relationships

Customers, license owners and suppliers are our partners, and we work with them to create a constant stream of high-quality, innovative products. We have built these relationships over many years – and recent growth in our share of the licensing market and in the convenience and discounter channels, is testament to our strong partnership credentials. We work with suppliers to source high-quality ingredients from around the world, and also to innovate in raw materials and packaging.



INVESTING...

Having identified nut-free foods as an important concern for shoppers hosting family and party occasions

📍 **Location:** Hamilton

In particular, we have invested significantly in our celebration cake factory in Hamilton. It's now a fully nut-free site, a first for the cake industry. We have launched a range of character-licensed products, all clearly marked with our unique Nut Free logo on the pack. The range includes some of our most popular licenses, including Disney Frozen, Spiderman, Harry Potter, Batman and Peppa Pig.



DIVERSIFYING...

Our channel diversification into foodservice, our Kara foodservice brand, and our broad frozen range of foodservice products

📍 **Location:** Manchester and Sheffield

sees us as the leading foodservice partner. This year we launched our Kara brand vegan buns for the foodservice market, meeting a rapidly developing consumer trend.



GROWING...

We are growing with partners in the UK and across the rest of Europe

📍 **Location:** Europe

in both bread and cakes. Our Lightbody Europe subsidiary in France and the Ultrapharm business in Poland give a growing presence in Europe.

11%

of Group revenue made through European sites

GAMING...

Aiming to grow our licensed-brand portfolio, we had several successes this year as we tapped into the fast-growing gaming market,

📍 **Location:** Cardiff and Hamilton

signing partnerships with Xbox, Mario and Nerf. And through our long-standing relationship with Mars, we went from strength to strength, with the Galaxy Ripple becoming our best-selling celebration cake, following its launch in April 2019.

