

Kara

FOODSERVICE BAKERS

# FOODSERVICE CAPABILITIES



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## FINSBURY GROUP UK SITE MAP

It was over 35 years ago when Kara first sold floured baps into the foodservice arena.

Today Kara has a portfolio of over 300 products available in over 200 wholesalers. Kara is proud to be part of **Finsbury Food Group**, one of the UK's largest speciality bakery companies with total group sales of £413.7m.

A UK-incorporated company, Finsbury Food Group is a leading speciality bakery manufacturer, producing a diverse range of cakes, bread and bakery snack products. Bakeries within Finsbury Food Group produce bread and cakes for the major retailers.

They also have a long-standing relationship within the licensed brand sector, manufacturing quality cakes for some of the biggest entertainment brands in the market.

The benefit of being part of the Finsbury Food Group allows Kara to produce products from every manufacturing site within the group. If something isn't in our product range, our development team have the skills and knowledge to bake products suited to your business.



Manchester



Pontypool



Has a second site in Poland.

Cardiff





Hamilton

*Lightbody*  
family bakers & confectioners  
since 1871

East Kilbride



Coatbridge



Sheffield

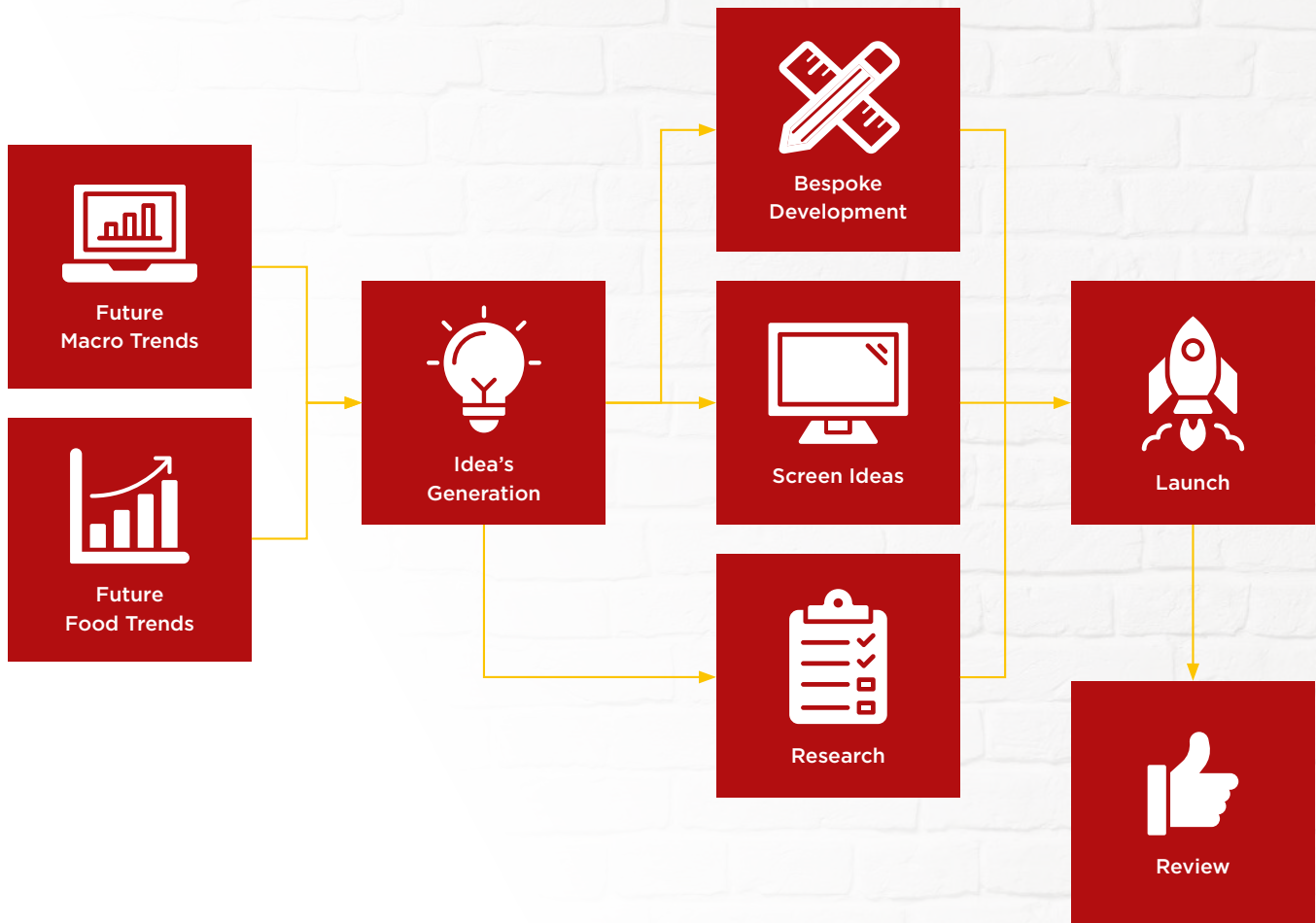


Salisbury



# KARA NPD PROCESS

At Kara's core is our commitment to quality and innovation. We consistently monitor the latest food and consumer trends to ensure we provide customers with an ever-changing product range that will help to reinvigorate menus and be well received by customers.



# DEVELOPMENT SUPPORT WE CAN OFFER



- Gap and Global Food Trends Analysis
- Portfolio Management
- Marketing Insights
- Portfolio and Menu Management
- Consumer Insights
- Recipe Creation
- Industry Reviews
- Macro Analysis
- Industry Study Tours
- Content Creation

Kara are dedicated to tailoring NPD around customer needs.  
We can undertake bespoke development to create products within your product category.

# DOUGHBALLS

## *Pizza, made easy!*

It could be argued that Pizza should be on every operators menus, as it's a dish that provides great upsell opportunities and is the perfect personalisation partner.

Doughballs make it easy for chefs of any experience to add pizza to their menus.

Simply thaw, prove, roll and bake!





## Doughball Capabilities Include:

- Variety of sizes
- Sourdough flavours
- Inclusions
- Bespoke developments

## Category Focus

Pizza dishes align with many leading trends in the market including indulgence and customisation—allowing for operators to cater to dietary requirements and preferences.

As well as being cost effective, pizza can be created to consistently high standards.

# ABOUT OUR DOUGHBALLS

Did you  
know...

73% of pizza's are  
purchased out of  
home for a dinner  
occasion?



Our doughball line is situated at our Kara site in Manchester, where in 2020 we invested over £1 million in a new doughball production plant. The investment has directly enhanced the efficiencies of the doughballs and helped improve the bakeries' capabilities, meaning Kara can now produce doughballs with a variety of flavours and inclusion to suit a wide range of menus.

\*Site does not handle nuts.





# MAKE MORE THAN JUST PIZZA!

Kara's Doughballs can be used for so many things.

Reinvent your menu - for sharing plates, kid's menus, international flavours and much more.

## TEAR & SHARE FOR STARTERS OR TAKEAWAY



Stuffed Crust Twist



Tear & Share



Garlic Knots

## BREADS TO SERVE ON THE SIDE



Flatbread



Con You Bing / Scallion Bread



Manakish

# SWEET BAKERY CAPABILITIES

Looking to add sweet options to your menus, we have got you covered. Whether you're a restaurant looking for a whole cake offering, a café looking for on the go options or a hotelier looking for the next afternoon tea treat! Our teams are on hand to make you get the most from your sweet menu offerings.



Did you know...

Sweet bakery items are purchased on **33%** of occasions as a snack out of home. Give your menus the impulse purchase factor and allow your customers to treat themselves with Kara.

## Capabilities Include:

- Round Cakes
- Muffins
- Brownies
- Traycakes
- Cupcakes
- Meringues
- Doughnuts

## Pub Favourite

Our sliced brownies can be served cold for grab and go options or warm with ice cream and melted chocolate for tasty dessert menus.





Floured Buns



Vegan Brioche



Seeded Buns

Butter Brioche



Plain Buns



# BUNS & ROLLS

Are you looking to put together a new burger menu but don't know where to start? We're here to cater to all your seasonal menu needs, after all, the bun is the most important part of any burger. Whether you're looking for a premium burger carrier to pair with a mighty meaty offering, or if your is looking for more low-ticket solutions, our team of experts are here to help.

*Premium Buns*



**Did you know...**

On average burgers are purchased out of home on **52%** of occasions in QSR outlets, restaurants and pub chains.

## Category Focus

Burger fast food outlets and restaurants continue to benefit from their value-for-money positioning and ability to meet the demand for convenience food.

Despite the fact that the rising cost of living is expected to put the brakes on growth, the value of the burger fast food outlet and restaurant segment is expected to surpass its pre-pandemic 2019 level to reach £5.3 billion in 2023.

Keep your menus ahead with Kara.

# OUT OF HOME INSIGHTS

Eating out market to value £102.4 Billion in 2026F

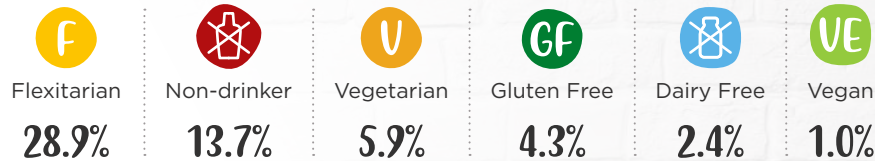
Fast food is forecast to see the largest growth in share of the total eating out market by turnover from 2023F-2026F, underpinned by strong physical expansion, tech-led innovation and alignment with consumer trends.

Consumers are increasingly seeking value, driving an increase in visits and spend in QSR for lunch occasions.

Share of dinner occasions in QSR and restaurants has declined respectively, as consumers are increasingly seeking experiences when dining out of home.

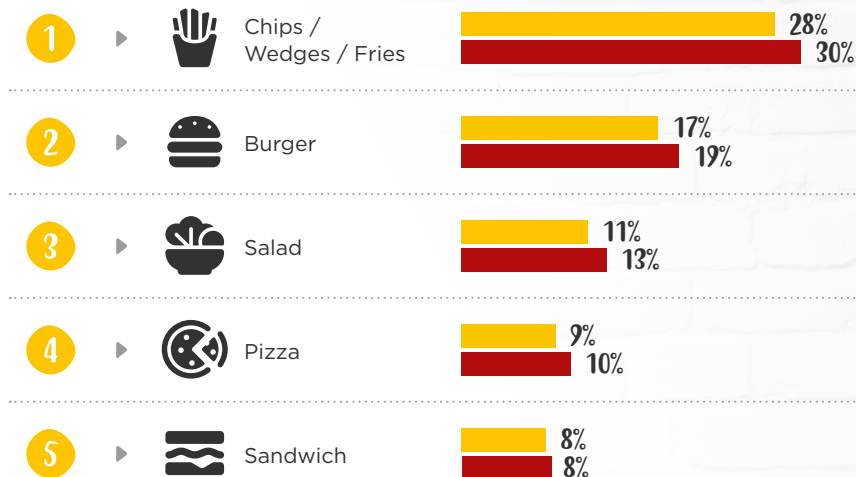
## Dietary requirements share

12WE 16/04/23



## Top 5 most popular food items consumed out of home

12WE 17/04/22 (Yellow) | 12WE 16/04/23 (Red)



## Growth Drivers

- Technology
- Sustainability
- Experiential Dining
- Accessibility
- Breakfast Diversification

# WHY KARA? WHY FROZEN?

Our products cater to a number of dietary requirements such as vegetarian, vegan, gluten free and our factories do not handle nuts as an ingredient.

**Kara's range of sweet and savoury frozen wholesale products are frozen the moment they come out of the oven.**

By adding this step into our process, we can ensure that we lock in the freshness we're known for and provide consistent quality, meaning your produce will stay delicious up to the moment it's savoured!



## So, why do we freeze?

There are a number of benefits to why we provide frozen wholesale food and why freezing is a big part of the process for our range of wholesale baked goods. The benefits are not just for us as the supplier, but also our wholesale customers and – most importantly – the end user. By freezing our products, our foodservice wholesalers reap the following benefits:

- **Frozen wholesale food has an extended shelf-life.**
- **We offer 'thaw and serve' products, offering you the much-needed convenience you need at peak times.**
- **The freezing process stops all microbiological activity and kills harmful pathogens that can cause food poisoning.**
- **And it allows you to avoid unnecessary waste.**



# SANDWICH CARRIERS

Our vast manufacturing capabilities allow us to supply the out of home market with a variety of bread carriers to cater to all out of home menus.

Most of our bread carriers are produced at our Fletchers site in Sheffield. For over 100 years Fletchers has remained one of the best-selling and most loved sliced bread ranges in the UK.

Founded in 1895 by George Henry Fletcher, Fletchers was recognised for its advertising slogan, 'Better fletch a Fletcher loaf', as well as its striking red and cream delivery vans that frequented Sheffield from 1890 to 1999.

**Buns & Rolls are the No.1 sandwich carrier sold in coffee shops.**

*Buns & Rolls*



*Bloomer Breads*







Today, Fletcher's Bread is a leading brand of sliced bread in the wholesale market, available in a wide range of varieties, the brand is a proud addition to the product offering from Kara Foodservice.

## Sliced Breads



## Baguettes



Did you know...

63% of sandwiches are purchased at lunch out of home, with 1/2 being purchased on the go.

## Category Focus

Consumers are increasingly seeking value, driving an increase in visits and spend in QSR for lunch occasions.

Consumers are choosing more affordable channels but are trading up when they do, as a result we are seeing more premium sandwich offering at lunchtime using bloomers or deli rolls.

# ARTISAN BREADS

Our Artisan bread site is based in Salisbury. With over 175 years of baking tradition, Nicholas & Harris can trace its roots back to the 1830s.

The business now produces a wide range of products, including sourdough and specialist breads, rolls and hot-cross buns for major UK supermarket and foodservice customers. The bakery is fully accredited by the Soil Association and is the largest baker of organic bread in the UK.

The Nicholas & Harris team bakes with traditional long-fermentation and craft methods, using equipment such as the stone-bed ovens, but to modern manufacturing standards.

**NICHOLAS & HARRIS**  
*of Salisbury*





## Capabilities Include:

- Hand finished breads
- Artisan Bread and Rolls
- Sourdough Breads
- Bespoke Recipe Rolls
- Fruited & Inclusions
- Mixed Packed Rolls
- Premium Sliced Breads

## Category Focus

Although artisan breads are great for hoteliers, we are seeing many coffee shops and bakeries diversifying their offering by introducing grab-and-go items that include pre-packaged products for consumers on the go, tapping into increased footfall and demand for convenience.



Want to  
know more?  
Scan here



\*Data collected from Lumina Intelligence and Mintel, 2023. Data correct as of October 2023 - please note some products may not be available due to industry demand. See our website for more product information.