

- PRESS RELEASE -

Honeyrose
organic handbaking

Page 1 of 2

HONEYROSE LAUNCHES NEW GLUTEN-FREE CAKES IN SAINSBURY'S

London, February 15, 2010 – Honeyrose Bakery Ltd., the organic handbaker, is launching 3 new gluten-free baked treats across Sainsbury's, as part of Sainsbury's relaunch of their Free-From range.

Look for the products in the Free-From aisle in Sainsbury's across the UK, including both large format stores as well as convenience stores. The 3 products are:

- Organic Walnut Brownie, gluten-free, 160g
- Organic Banana Cake, gluten-free, 300g
- Organic Carrot Cake, gluten-free, 300g

Lise Madsen, MD and Founder of Honeyrose adds, "We are so proud of these products. They are the result of a challenge Sainsbury's gave us close to a year ago: make us some really indulgent, moreish, gluten-free cakes. Sainsbury's goal was to make their Free-From customers really feel they were not missing anything despite preferring or needing gluten-free products.

We think they have in fact gained, as from a taste profile our gluten-free cakes meet or beat other similar products that do contain gluten, as shown in our consumer testing.

It goes without saying that we are very pleased to have Sainsbury's as an important customer, and to have gained their confidence in launching our brand across several hundred stores".



**Honeyrose Organic
Walnut Brownies, 160g**

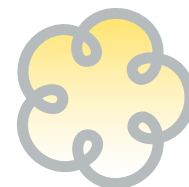


**Honeyrose Organic
Carrot Cake, 300g**



**Honeyrose Organic
Banana Cake, 300g**

Launching at Sainsbury's Feb 18, all gluten-free and organic, by Honeyrose



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Article on Free-From launch at Sainsbury's, from *The Grocer*, February 13, 2010:

24 **The Grocer** 13 February 2010 www.thegrocer.co.uk

news PRODUCTS

Sainsbury's sweetens up its NPD for summer

By Anna-Marie Julian

Sainsbury's is overhauling its sweet treats, homebaking and confectionery ahead of a major summer push for the categories.

The supermarket told *The Grocer* its summer NPD would centre on themes of family treats and sharing and had targeted desserts and home-baking as areas for improvement.

From May, Sainsbury's is adding new lines across the entire desserts fixture to rival the upmarket offerings of Waitrose and Marks & Spencer.

"Across the whole of summer we have a lot more NPD for 2010 than we'd usually have," said Susi Richards, head of development at Sainsbury's.

"In the dessert area we hadn't really compared fa-



Sainsbury's aims to become the UK's top free-from retailer

vourably with Waitrose and M&S, so for May we are re-launching our entire dessert offer."

"We are really focused on products that look visually stunning but made as you would at home, so we have made changes in our supplier base so that they have the capabilities to make top-quality fresh

desserts from scratch."

As well as the April launch of a US-style ice cream line pitched to compete with Ben & Jerry's, Sainsbury's will introduce an old-fashioned confectionery range called Sweetshop and an extension of its Eric the Elephant-branded sweets that includes moves into

soft drinks and gifting.

The retailer hoped "to make Sainsbury's the destination shop for home-baking with an expansion of the home-baking range from August," said brand manager Kate Bailey.

Sainsbury's also announced the relaunch of its entire range of gluten, wheat and dairy-free foods. From next week, it will stock 229 free-from lines - more than any other supermarket - including 26 new and repackaged own-label Freefrom offerings and 64 new branded lines.

The Freefrom lines would include what Sainsbury's claims are the UK's first free-from lunch-time pouches to be taken to work and re-heated.

Other NPD in the range includes pasta dishes, puddings and cakes.

** Ends**

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Honeyrose Bakery Ltd: Honeyrose is the UK's leading supplier of the finest handbaked totally organic cakes, cookies, muffins, biscotti and a whole range of baked treats, including a line of wheat, gluten, and dairy-free products. Winner of 13 Great Taste Awards including 6 Golds, and "Green Business of the Year 2008".

Proudly handbaking at our bespoke BRC Grade A bakery in London, either as impulse wrapped lines in biodegradable film, larger packaged formats, or unwrapped for foodservice. We donate 5% of our profits to charity www.yellowflowerfoundation.org. For more info on us: www.honeyrosebakery.com