

In Short

Honeyrose accredited with BRC Grade A

Organic bakery Honeyrose has gained BRC Grade A accreditation and has seen record growth in the last quarter of 2009.

Marketing director Adrian Apodaca said it was the first time the firm had presented itself for BRC accreditation, which has been part of the strategic plan over the last two years. The firm bought and refurbished an old cement factory, converting it into a production facility and offices, all with BRC accreditation in mind, explained Apodaca. The £2m investment increased capacity by 400%.

Hummingbird flies in to Soho

Hummingbird Bakery has officially opened its third cupcake shop – in Wardour Street, Soho, London. The outlet has a retro feel to it, with cupcake pop-art adorning the walls. The shop will also serveilly coffee as part of its hot drinks range.

Betty's shows vintage class on Xmas cake

Betty's Craft Bakery's Vintage Christmas Cake has been voted best in its category by judges at the Good Housekeeping Institute, according to the *Harrogate Advertiser*. The Harrogate-based bakery beat off competition from supermarkets, well-known brands, speciality craft bakers and London's leading department stores.

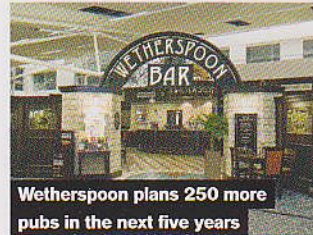
Saffron wins the day for Simply Cornish

Simply Cornish's saffron cake won top prize in the Best Sweet Bakery and Confectionery section in the Taste of the West Awards. The event, which took place in the Great Tithe Barn at Haselbury Mill in Crewkerne, attracted more than 200 of the region's best food producers.

Wetherspoon expansion offers promise for bakers

Bakery suppliers to JD Wetherspoon are looking forward to a surge in orders after the pub chain announced it will open 250 pubs over the next five years, taking its total number of outlets in the UK to nearly 1,000.

Wetherspoon plans to invest £250m and create 10,000 jobs in the expansion, which will lead to increased orders for muffins, brownies, ciabattas, paninis and baguettes. "Food is a massive part of the Wetherspoon offer, worth £260m a year. Increasing the estate by a third will increase food sales by the same amount,"



side of things is a big market for us." Wetherspoon sells around 18,000 muffins a week, 26,000 paninis and 25,000 ciabattas or baguettes. Total annual sales of these three bakery categories is estimated to be at least £9.5m.

Bakehouse, which supplies Wetherspoon with stone-baked ciabattas and multigrain baguettes for its sandwiches, has seen sales with the chain increase by 30% this year, according to Nicky

Cracknell, national account controller for foodservice. "Both breads have performed really well and have been extended into seasonal and limited-edition products, such as a meatball marinara ciabatta and traditional ploughman's," said Cracknell. "The news that Wetherspoon is expanding means things certainly look healthy for the future. We are currently working on another bread line for them, as well as developing their offer in airport locations."

Wetherspoon is holding a strategic meeting with all its suppliers this week to discuss its purchasing strategy and future growth plans.

The group's new pubs will be located across the UK, including sites in Sheffield, Livingston, Leominster, Otley, New Malden, Liverpool, Haverfordwest and

The Children's Trust

Muntons' £500k NPD plant

Honeyrose

organic handbaking

plans to Centre for headquarters in January 2010. which built factory, point for and new product development. The centre will feature an NPD kitchen, sensory testing room, bakery, micro-brewery and winery, and will enable the firm to reduce the cost of NPD while getting products to market faster.



Almost double last year's number of bakery shops took part in National Doughnut Week this year, and raised over £25,000 for charity The Children's Trust. The fundraising event, sponsored by BakeMark UK, was founded by Christopher Freeman of bakery Dunn's of Crouch End. At a 'grand tally' event to count the total money raised, Freeman, pictured above with BakeMark's marketing manager Lisa Boswell, was presented with a certificate to recognise his contribution to the annual event.

For every doughnut sold during the week, a donation went to The Children's Trust, a charity that provides specific care, education and therapy for children with multiple disabilities.

Muntons' technical sales support manager Jonathan Pritchard said the centre would greatly improve the firm's ability to proactively develop new products and grow its business.

"We will be able to produce development samples internally at lab scale, rather than relying on third-party or full-scale plant trials, which means we can cut the turnaround time of NPD projects significantly," he added.