

For immediate release

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## RBS Supports Honeyrose Bakery

**London - September 2008** – The Royal Bank of Scotland (RBS) has provided substantial funding support to organic bakers, Honeyrose Bakery Ltd., which assists with their multi-million pound expansion plans in Park Royal, North London.

Honeyrose Bakery bake organic cakes, muffins, cookies and biscotti using quality organic ingredients and sell them in cafes and shops across the UK as well as online. Born in Denmark, Managing Director, Lise Madsen founded the bakery in 2001 having gained solid experience working as a pastry chef and project manager in Paris. Moving to London Lise continued to work in food and food management but soon decided to follow her dream of setting up her own company, producing fine quality organic handmade cakes.

The company has since grown and has won 12 awards, including three coveted Gold Awards in 2008, at the Great Taste Awards. In order to expand the business and to manage a new rollout across 110 branches with Waitrose, the bakery needed new premises and Lise chose a property at the Park Royal industrial estate. She turned to RBS to discuss the necessary funding and Relationship Manager, Steve Rengger, worked closely with the Honeyrose team to put together a finance package that suited their business needs and their planned growth strategy.

**Lise Madsen**, Managing Director and Founder of Honeyrose Bakery, said:

“The new premises will enable us to improve our quality standards, already high as an organic producer, to world-class levels and also to increase output by 400 per cent. A much needed increase in view of our recent win with Waitrose and our continuous growth. RBS understood exactly what we were trying to achieve and the approval for finance was very speedy which meant we could get on with the move and quality baking which is what we know. We’re really pleased to be in Park Royal and we’re thankful to Steve at RBS for helping to make this happen.”

**Steve Rengger**, Relationship Manager, Commercial Banking, RBS, added:

“Honeyrose Bakery is a growing business that clearly needed the extra space to help accommodate this growth. The move to Park Royal will give the business the opportunity to

take on further new contracts across the UK. It's great to see the company thriving and this is a testament to Lise's entrepreneurial spirit and commitment in bringing organic products to the mainstream consumer. We wish them every success for the future."



Steve Rengger, RBS and Lise Madsen, Honeyrose in the new Honeyrose bakery

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## Notes to Editor:

### The Royal Bank of Scotland Group:

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