

WHY WE BAKE IT (did you know)...

BREAD IS TOP OF THE LIST OF MOST WASTED HOUSEHOLD FOOD ITEMS

AS A NATION WE WASTE ALMOST 24 MILLION SLICES EVERY DAY

44% OF ALL BREAD PRODUCED IN THE UK IS WASTED!

NEARLY 50% OF US KEEP IT IN THE FRIDGE, EVEN THOUGH IT MAKES IT GO STALE FASTER

EACH YEAR WE THROW AWAY £1.1 BILLION OF BAKERY PRODUCTS

BAKER STREET 2020/21 RANGE

The facts referenced above are from various articles and surveys including: BBC Food 2012, The Guardian 2015 and The Food Rush 2017.

CODE	DESCRIPTION	UNITS PER CASE	MIN G*TD (DAYS)*	PACK BARCODE	CASE BARCODE
47200	SLICED WHITE BREAD	9	35 DAYS	5027952011187	05027952011194
47201	SLICED BROWN BREAD	9	35 DAYS	5027952011200	05027952011217
47202	SLICED SEEDED BREAD	9	35 DAYS	5027952014485	05027952014492
71475	RYE & WHEAT LOAF	14	35 DAYS	5027952012559	05027952012566
71476	SEEDED RYE LOAF	14	35 DAYS	5027952012573	05027952012580
33325	4 SOFT WHITE ROLLS	12	35 DAYS	5027952014317	05027952014324
33326	4 SOFT BROWN ROLLS	12	35 DAYS	5027952014331	05027952014348
33327	4 SOFT WHITE FINGER ROLLS	12	35 DAYS	5027952014355	05027952014362
71777	6 5" BURGER BUN WITH SESAME SEEDS	5	42 DAYS	5027952014881	05027952014898
71763	4 MEGA BURGER BUNS	7	42 DAYS	5027952005964	05027952005971
71755	6 SEEDED BURGER BUNS	8	42 DAYS	5027952005902	05027952012801
71757	6 PLAIN BURGER BUNS	8	42 DAYS	5027952005940	05027952012795
71761	4 HOT DOG ROLLS	8	42 DAYS	5027952005926	05027952005933
71758	4 JUMBO HOT DOG ROLLS	7	42 DAYS	5027952013624	05027952013631
71464	2 PART BAKED BAGUETTES	12	35 DAYS	5027952011873	05027952011880
22336	8 TOASTING WAFFLES	12	35 DAYS	5027952013914	05027952013921
41130	SPONGE FLAN CASE 100G	8	49 DAYS	5027952014386	05027952014393
41120	LARGE SPONGE FLAN CASE 200G	10	49 DAYS	5027952014409	05027952015222
41132	CLASSIC 3 SPONGE LAYERS 400G	8	49 DAYS	5027952014423	05027952014430

*Delivered to depot

FOR MORE DETAILS PLEASE CONTACT:
ENQUIRIES@STPIERREGROUPE.COM OR CALL +44 (0)161 946 1355

WWW.LOVEBAKERSTREET.COM

BAKER STREET

CLEVERLY PACKED
to help retain
FRESHNESS
SO IT'S ALWAYS
THERE WHEN
YOU NEED IT!



SLICED LOAVES

It's simple, it's tasty, it's perfect for just about everything. We slice ours to a medium thickness, just the right proportion for a delicious filling. And there's no crust ends either, so everyone can enjoy the full loaf without any waste!



BEST SELLER!



RYE BREADS ♡

Stonebaked and a great source of fibre, they're an amazing bread for everyone to enjoy - try them lightly toasted, they're even tastier!

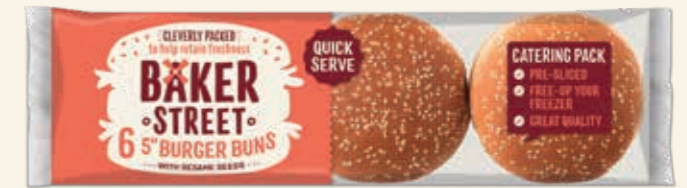


HEARTY & HEALTHY

BURGER BUNS & HOT DOG ROLLS

Deliciously soft and perfect for last-minute barbecues, all you need to do is open and fill to create your favourite burger or hot dog. Heat them up first - for around 3 minutes. And now they're all conveniently pre-sliced, your burger just got even better!

NEW
CATERING PACK



BEST SELLER!

MEGA & JUMBO ♡



SOFT ROLLS

A versatile family favourite, and with a longer life they're always there when you need them! They're ideal for kids' lunchboxes too - if the grown-ups don't eat them first.



PERFECT ANYTIME
OF THE DAY
& IDEAL FOR KIDS'
LUNCHBOXES TOO!



GREAT TASTE
& TEXTURE
THROUGHOUT LIFE!

MINIMUM 35 DAYS*
SHELF LIFE
GUARANTEED!

SUPER
CONVENIENT
& LESS WASTE!

PART BAKES

Our long-life part baked range are the perfect option for that fresh home baked taste, whats better... you can bake at home in just 10 mins.



MORNING GOODS

Just pop in the toaster and enjoy a tasty treat. Great for breakfast, lunch or a snack... we know they're deliciously irresistible.



GREAT AFTER SCHOOL SNACK!



Lovingly baked and cleverly packed, so we can all enjoy it for longer

If there's one thing we're passionate about it's delicious bread that lasts longer. We don't think anyone should ever be without great tasting bread or have to waste it, so we did something about it - something clever - with a fresh approach to smarter packing!

OK, so it's not that clever. We simply combine our lovingly baked unique recipes with a clean packaging process to protect your bakery products from those tiny micro-organisms (the culprits of mould), keeping them delicious until you're ready to enjoy.

FLAN CASES

Our fantastic flan cases are light, tasty and ready to be filled with your favourite topping. They're baked to perfection for you, just whip up your favourite fillings for a quick delicious dessert, they're so versatile you can choose anything you love!

PERFECT FOR 6-8

♥♥
SERVES 4



NEW CASE SIZE - 10 UNITS

SPONGE CAKE LAYERS

Forget the hassle of making a sponge cake, we've done all the hard work for you! Our three delicious sponge cake layers in classic and chocolate, are delicately baked ready for you to simply fill, stack and enjoy. A quick, simple cheat for a wonderful afternoon tea or a delightful Victoria sponge.



AMAZING QUICK SIMPLE CHEAT!



BAKED & READY TO DECORATE

BAKER STREET FACTS 2020

BAKER STREET IS NOW THE 11TH BIGGEST BREAD BRAND IN THE UK

OUR KEY CUSTOMERS

- 1 TIME PRESSED FAMILIES WITH MULTIPLE PRODUCT NEEDS
- 2 1ST TIME INDEPENDENT LIVING, PRIORITISES CONVENIENCE OVER COST
- 3 FOOD WASTE CONSCIOUS 1-2 PERSON HOUSEHOLDS

WE ARE IN THE TOP 3 FASTEST GROWING

BAKERY BRANDS

IN THE LAST 12 WEEKS

WE'VE ENJOYED DOUBLE DIGIT GROWTH FOR LAST 3 YEARS

WE ARE THE #2 BURGER BRAND

BAKERY CATEGORY GROWTH 2020

BREAD TOTAL GROWTH 3%

BAKER STREET GROWTH = 25%

ROLLS TOTAL GROWTH 19%

BAKER STREET GROWTH = 23%