



Genesis Crafty

Ambient Fresh

Background

Founded in 1968, McErlain's Bakery is a family run, independent craft bakery which produces a range of artisan branded and own label bread and confectionary items sold throughout the UK and Ireland via retail and foodservice.

McErlain's was rebranded in 1999 to become Genesis and has since rebranded as Genesis Crafty, with the latest updates to the brand occurring in 2013.

Genesis Crafty is run by six brothers who Make Baking Amazing. They take pride in baking everything the traditional way. Using their age old recipes they bake award winning products, superior in taste and full of flavour for everyday enjoyment! From 2010, Genesis Crafty have supplied M&S with a with Raspberry Jam Bakes, Lemon Jam Bakes, Iced Tops, a Brown Soda Bannock and Wheaten Scones. Since then they have continued to grow the business with M&S by supplying mince pies, a range of tartlet products and seasonal lines.

In terms of the Genesis Crafty brand, in 2016 the full cake range was relaunched with new packaging 8 additional lines and a full marketing campaign to support the launch (including TV).

Product Range

Sliced Wheaten & Toaster Wheaten

Original Sodas

Round Sodas

Wee Sodas

Original Buttermilk Pancakes

Big Pancakes

Chocolate Chip Pancakes

Blueberry Pancakes

All Butter Plain Scones

All Butter Sultana Scones

All Butter Cherry Scones

All Butter Wheaten Scones

All Butter Cheese Scones

Griddle Scones

Seeded Sub Rolls

White Sub Rolls

Belfast Baps

Brioche Finger Rolls

Brioche Rolls

Floury Baps

Finger Rolls

Large White Baps

Raspberry Jam Bakes

Lemon Bakes

Iced Tops

Snowballs

Raspberry Macaroons

Pineapple Cups

Raspberry Cups

Viennese Whirls

Chocolate Infinity Bakes

Strawberry and Cream Tarts

Chocolate and Salted Caramel Tartlets

Red Velvet Tartlets

Chocolate Macaron Tartlets

Lemon Tartlets

Customers

Hendersons

Musgrave

Foodforce Ireland

Dunnes Stores

Costcutter

Today's Group

Shop 4 You

Independents

Tesco

Asda

Sainsburys

Waitrose

M&S

Foodfellas

Brakes

Accreditations

- BRC standard Grade A

Awards held

- Blas na h'Eireann 2020: Bronze for our Signature Handmade Mince Pie 4pk (176g x 6)
- Blas na H'Eireann 2018: Gold award for SuperValu & Centra Teabrack
- Blas na H'Eireann 2017: Bronze award for SuperValu & Centra Teabrack
- Great Taste Awards 2017: One Gold Star each for Genesis Crafty Maple Pancakes, Genesis Crafty Sliced Oven Wheaten & Genesis Crafty Toaster Wheaten
- Great Taste Awards 2016: Two Gold Stars each for SuperValu Brown Soda Loaf & Genesis Crafty Tea Brack; One Gold Star each for: Genesis Crafty Wee Sodas, Genesis Crafty Brioche Finger Rolls, Genesis Crafty Toaster Wheaten, Genesis Crafty Sliced oven Wheaten and SuperValu Sean's Brown Bread
- Irish Quality Food and Drink Awards 2016: Winner of the Christmas Q Bakery & Desserts category for Aldi's Exquisite Mince Pies; Bread - Wheaten & Soda Breads category winner for SuperValu & Centra Sean Brown Soda
- Blas na H'Eireann 2016: Gold award for SuperValu & Centra Sean Brown Soda

- Finalist in British Baker Baking Industry Awards for the Craft Business Award 2016
- Great Taste Awards 2015: Three Gold Stars awarded to Supervalue Brown Soda Loaf. Two Gold Stars awarded to genesis Crafty Almond Bakewells and One Gold Star awarded to Genesis Crafty Mini Sultana Scones, Genesis Crafty Oven Sliced Wheaten, Genesis Crafty Round Sodas, Genesis Crafty Toaster Wheaten, Genesis Crafty Wheaten Scones and Supervalue Sean's Brown Bread.
- Irish Quality Food and Drink Awards 2015: Category Winner for Bread: Wheaten and Soda Breads Category: Supervalue Sean's Brown Par-Baked. Highly Commended for Bread: Wheaten and Soda Breads Category: Supervalue Brown Soda Quarter.
- Blas na hEireann 2015: Bronze for Supervalue Sean's Par Baked Bread

Contact this supplier

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Image Gallery







