



Hovis® Ireland

Ambient Fresh

Background

Hovis® Ireland is part of Hovis® Limited that bakes and distributes quality and great, tasting brands such as Hovis®, Nimble, Mother's Pride and ORMO®, based at its Apollo Road site in Belfast since 1974.

Hovis® also develops and bakes private label bread and other bakery products for retail and Food Service customers across the Island of Ireland and Great Britain.

Today Hovis® is Northern Ireland's favourite pre-packaged bread brand* enjoyed by consumers all across Northern Ireland. The range includes the flagship Hovis® Soft White, the original Hovis® Granary®, Hovis® Best of Both and a Seeded range that is 'bursting with tasty seeds and grains.'

ORMO® one of Northern Ireland's most iconic brands has been baked in Belfast since 1875. Today, quality and great taste are at the very heart of the ORMO® brand and over recent years it has achieved outstanding growth in the other bakery sector**. A strong NPD focus has been one of the key drivers of the brand's success including a new muffin range launched earlier this year. ORMO® where possible looks to use local, quality ingredients such as free range eggs, buttermilk and champ.

Hovis® and ORMO® with their continual focus on taste, provenance and quality will remain a key player in Northern Ireland's agri-food sector.

Source:

*Nielsen Scantrack EPOS, Total Northern Ireland Pre Packed Bread: Units & Value MAT 52 weeks to 11th July 2020

**Nielsen Scantrack EPOS Northern Ireland Traditional Bakery : Units & Value MAT 52 weeks 2017-2020 to 11th July 2020

Product Range

Hovis® bread and Morning Goods

ORMO® Morning Goods and Other Bakery

Mothers Pride Morning Goods

Own Label Breads

Own Label Morning Goods

Own Label Other Bakery

Accreditations

- B.R.C Accreditation Grade AA

Awards held

- Great Taste Awards 2019: One Gold Star for Ormo Soda Farls
- Irish Quality Food Awards 2018: Winner in 'Bakery - Morning Goods' category for Lidl Connell Bakery Pancakes
- Blas na h'Eireann 2018: Bronze award for Tesco Hot Cross Buns x 4
- Great Taste Awards 2018: One Gold Star for Tesco Pancakes
- Irish Quality Food & Drink Awards 2016: Commended in the Bread - Morning Goods category for Lidl Connell Bakery Mini Pancakes
- Blas na h'Eireann 2016: Silver award for Lidl Connell Bakery Mini Pancakes

Contact this supplier

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Image Gallery

**Bursting with
tasty seeds
and grains.**



We put more in so you get more out.

SINCE 1869
Hovis



ORMO[®]

BAKE ME HAPPY[®]







