



Irwin's Bakery

Fresh Frozen

Background

Irwin's Bakery is Northern Ireland's largest independent bakery which specializes in the production and distribution of traditional Irish breads across Northern Ireland, the Republic of Ireland and Great Britain.

Established in 1912, the family run bakery makes a wide range of products including batch breads, soda breads, rolls and muffins and cakes and biscuits. Irwin's breads currently account for around 85% of all Irish breads sold in Great Britain, spearheaded by the multi-award winning Rankin Selection Irish breads range, which it makes in conjunction with celebrity Irish chef, Paul Rankin.

Voted product of the year by Northern Irish Tesco customers, 'Nutty Krust' is Irwin's most successful product to date - its distinct flavour and texture are the result of a 40 year old recipe using traditional baking and fermentation methods.

In 2006, Irwin's acquired traditional-style cake and tray-bake specialist, 'Howell House' to introduce a specialist home bakery category. Irwin's invested significantly in the division in order to enhance its artisan capabilities and identity, including a strategic rebrand to 'Howell's Handmade'.

Product Range

Range of traditional Irish breads including:

Rolls & Muffins

Batch bread

Soda Breads
Fruited breads
Veda
Sandwich alternatives
Pan bread
Wheaten bread
Hot Plate

Brands include:

Irwin's
'Better You' (white & wholemeal pan, low in sugar & fat with less than 60 calories per slice)
Rankin Selection
Howell House range of cakes and biscuits
JOEYS

Customers

Retail:

Tesco
Sainsburys
ASDA
Morrisons
Waitrose
Lidl
Aldi
Musgrave Group
Henderson Group
Iceland
Poundland
B&M Bargains
Co-op
Dunnes Stores

Food Service:

Aryzta
Brakes
Allied Foods Dublin
Bidvest
Hendersons
Booker
Lynas
JD Wetherspoon
Bri-tal Foods
Pallas Foods LTD
Penta Foods LTD
Holdsworth LTD
Metrow Foods LTD
Vestley Foods DBC

Accreditations

- BRC Accreditation Grade A
- EFSIS

Awards held

- Blas na h'Eireann 2023 (Irish Food Awards): Silver for Irwin's Together Barmbrack; Tesco Fruit Barmbrack and Irwin's Potato Farls.
- Great Taste Awards 2019: Two Gold Stars awarded to our Irish Rose Fruit Loaf and One Gold Star each awarded to our Potato Bread and Rankin Selection Barm Brack.
- Great Taste Awards 2020: One Gold Star each for Rankin Selection Fruit Loaf & Irwin's Muffins.

Contact this supplier

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Image Gallery





