

# Genesis

Ambient Fresh

## Background

Genesis Bakery is based close to the shores of Lough Neagh, producing a range of handcrafted cakes and breads primarily for the UK premium own label market and also under our own Genesis brand. We have been baking for over 50 years, with owner Paul Allen, acquiring the business in 2018. We employ more than 300 staff, including a highly-skilled team of bakers and hand-finishing experts, who together produce more than 400k units each week.

We deliver a wide range of small cakes, including pastry, sponge, cupcake and Irish breads for M&S and Tesco Finest across 800 of their stores, with multi-channel offerings including ambient retail, ISB, Café and FOTM. Our range includes high profile products in M&S such as Victoria Sponge, OBE (Our Best Ever) mince pies and a full range of AYR and seasonal cupcakes. Our Tesco Finest Bakewell tart is an iconic product, which consistently attracts rave reviews from customers.

With direct access to over 400 stores in NI, our Genesis brand includes a range of Irish breads, scones, brioche, hot cross buns, sweet doughs and hand finished cakes.

We pride ourselves on technical excellence, with BRC AA\* accreditation, alongside retail audit accreditations with all our customers, including M&S and Tesco, with all audits unannounced. This is a testament to our commitment to quality, manufacturing standards, allergen management and traceability across the site.

We constantly strive to push development and innovation, launching 3 first-to-market concepts in UK bakery over the last 3 years, including M&S Biscakes, Tesco Finest Cupcakes and Tesco Finest Cookie Sandwiches. Our flexibility on smaller batches, our skilled finishing teams and premium ingredients lead us to a best in market position across the categories we trade. We are able to develop bespoke, unique propositions across our retail customer base.

## Product Range

Wide range of small cakes, including pastry, sponge, cupcake and Irish breads

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## Customers

M&S  
Tesco Finest

## Accreditations

- BRC standard Grade A

## Contact this supplier

- **JP Lyttle**

31 Aughrim Road  
Magherafelt  
County Londonderry  
BT45 6BB  
Northern Ireland  
[+44 \(0\)28 796 32465](tel:+4412879632465)  
[+44 \(0\)7740912133](tel:+4412879632465)  
[jp.lyttle@genesishbakery.co.uk](mailto:jp.lyttle@genesishbakery.co.uk)

## Image Gallery

1 4 2 3 5 6 lemon Mica Sponge bAKEWWELL