



## **Irwin's Bakery**

Fresh Frozen

### **Background**

With over 100 years of craft, know-how and inspiration flowing through our veins, we are the master bakers who curate the best flavours and bring you true tastes of home.

Established in 1912 in Portadown, County Armagh, Irwin's began as a small family-owned bakery with a commitment to craftsmanship and a passion for quality. Over the decades, this dedication has transformed Irwin's into Northern Ireland's largest independent bakery.

Irwin's Bakery is renowned for its wide range of products, catering to diverse tastes whilst maintaining the traditional recipes that have been passed down through generations.

Irwin's is a multi-branded business, with 4 product ranges. Our Irwin's range includes an array of freshly baked bread, rolls, and specialty items that reflect both our heritage and our innovative spirit. Nutty Krust was launched in 1963 and is a firm Northern Ireland favourite. Since then, Nutty Krust has been loved by generations of families to the present day. Nutty Krust was given its name due to the crunchy top and bottom crust – carefully baked to give the customer the best Batch Bread in Northern Ireland. So much so that Nutty Krust was voted by the public, 'Northern Ireland's favourite product'!

One of our most beloved and iconic ranges is Joeys - sweet, flavoured madeira buns, double rolled in a flavoured coating and desiccated coconut. Our "Wee Joeys" range was launched in 2023 and became an instant favourite, delighting customers with a vibrant variety of Wee Joey flavours. These include our iconic "Jammy" flavour, as well as various seasonal flavours including lemon, chocolate raspberry & caramel. The Howell's range features a selection of sweet treats such as cakes and biscuits which provide little moments of

happiness with every bite.

Our Irwin's Together product range, sold across GB, brings everyone together at the table with the reassuring tastes of home. This includes a delicious range of sweet & savoury bakery treats, inspired by recipes from around the world.

Irwin's commitment to excellence has been recognized through numerous awards and accreditations. We hold BRC (British Retail Consortium) Global Standards certification, which underscores our dedication to safety and quality in every product. Our products have also received accolades from prestigious industry bodies, including Blas na hÉireann & the World Bread Awards, celebrating the taste, innovation, and consistency that define the Irwin's brand.

Irwin's Bakery remains steadfast in its mission to bring the finest baked goods to our customers, preserving the traditions that have made us a household name whilst embracing the innovations that will shape the next century of baking.

## Product Range

Four product ranges including:

Irwin's range - an array of freshly baked bread, rolls, and specialty items that reflect both our heritage and our innovative spirit. Nutty Krust was launched in 1963 and is a firm Northern Ireland favourite.

Joeys - sweet, flavoured madeira buns, double rolled in a flavoured coating and desiccated coconut. Our "Wee Joeys" range was launched in 2023 and became an instant favourite, delighting customers with a vibrant variety of Wee Joey flavours.

Irwin's Together - sold across GB, brings everyone together at the table with the reassuring tastes of home.

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## 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





