

Press Release

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THE RISE OF THE BAKER - WAITROSE HELPS HONEYROSE BLOOM

In 2001, a buyer fell in love with a Chocolate Fudge Cake sent to them by a hopeful small producer. Now, after seven years of mentoring by the Waitrose buying team, Honeyrose Bakery is preparing to roll out its hand baked organic cakes, cookies, muffins and treats to 110 Waitrose branches throughout the UK from April 21st.

Honeyrose Bakery was founded in West London in 2000 by mother of two, Lise Madsen, who left her home in rural Denmark at 16 to train as a pastry chef at the famous Ecole Lenotre in Paris.

The company, which has won nine accolades from The Great Taste Awards for its collection of sweet treats, expects its turnover of just under £2m to double over the next 18 months. The Waitrose vote of confidence and a grant from The London Development Agency (LDA) also means that the company is able to move to a £2.5m new factory in Park Royal this July, growing current capacity by 400%. It also donates 5% of its profits to its registered charity, the Yellow Flower Foundation ([www. yellowflowerfoundation.org](http://www.yellowflowerfoundation.org)) which has already donated to projects for Fairtrade farmers in Malawi and to a school in the Philippines.

Despite her hectic work schedule curtailing time for romance when they first met in 2004, Lise's (now) husband Adrian left a Directorship at AOL to become the company's Marketing Director last summer. Passing up the lure of corporate life and the chance to run a technology company's European operation, Adrian has instead applied his commercial and IT expertise to developing a three year strategic plan for Honeyrose Bakery.

This saw the company introduce biodegradable packaging to its products this year. Its organic ingredients, responsible values and quality product range - which include oat bars , loaf cakes and shortbread - have long appealed to the Waitrose team, who first visited Lise's 'tiny' bakery with just a small bakery mixer and one oven, in 2001.

Acting on their initial feedback, Lise first secured listings with two local London Waitrose branches in 2003. Further meetings with Waitrose's Bakery Buyer in 2006 saw Honeyrose Bakery complete a successful trial in four more central London branches a year later. Subsequent work with the buying team ironed out supply issues and integrated feedback from customer and buyer tastings to see Honeyrose Bakery chosen to supply the prestigious launch of the John Lewis Foodhall last year.

Says Lise Madsen, "I'm delighted that we've secured this major deal with Waitrose – I've always felt they've had the best quality food products on the market. I contacted them when my operation was about to get its organic certification from the UK Organic Food Federation and their support is certainly about to take my business to the next stage. My experience is that Waitrose takes a long term view of its work with suppliers and their feedback has helped us develop some ambitious plans over the years. "

Adds the Waitrose Bakery Buyer, "When you first start working with a producer it is the magic of their proposition and the quality of their product which draws you in. As they grow, it's vital for them to be supported in retaining their guiding principles. Lise and her team are absolutely passionate about making delicious organic cakes. So whether they are delivering bite sized brownies or a perfect biscotti - they've worked hard to respond to our feedback over a number of years to make sure customers remain more than delighted with the delicious results they produce."