

Island Bakery

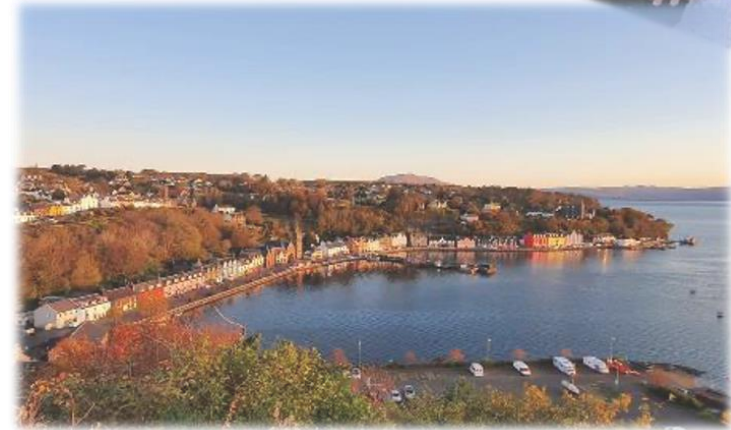
ISLE OF MULL

Biscuits from a Scottish Island

Joe moved with his family to the Isle of Mull aged 11, and after university in Edinburgh, where he met his wife Dawn, he was keen to return home. In 1994 they created Island Bakery.

Initially producing bread for the islanders, things evolved until they started baking organic biscuits in 2001. The business grew and in 2012, they built a purpose built eco-factory in Tobermory.

Island Bakery only uses organic ingredients with one exception for Isle of Mull Cheese. Joe and Dawn are proud of the quality and taste of the biscuits produced and want everyone to enjoy a little part of the Isle of Mull.



Powered by Nature

We care about the environment both on Mull and globally

Island Bakery is unique as the only biscuit producer in the world baking with woodfired ovens

The wood is sourced from the island

Renewable Electricity for the factory and office is generated by the Reade family from Hydro scheme on a nearby river and by a wind turbine on a hill overlooking the factory

Our biscuits are presented in paper trays reducing plastic use



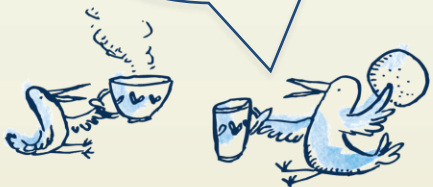
26% of customers have stopped / started purchasing a product due to it's environmental impact*



I received some
Orange Melts and
Shortbread Biscuits
for Christmas.

Allow me to say
that they are
exceptional. Never
had such amazing
shortbread biscuits
in my life!

Your shortbread
are as good as my
Scottish Grandma
used to make, in
other words,
flipping fantastic!
The best I've ever
purchased.



Proud of our Quality

Although a small supplier we work to the highest technical standards

We are accredited by SALSA and the Soil Association

We have won 14 Great Taste Awards. In 2022 IOM Cheese Biscuit Traditional Cheddar was awarded 1 gold star and Sweet FA Gluten Free Chocolate Chip 2 Gold Stars. This follows from gold stars across the Oatcake and Sweet Biscuit Range in 2021.

In 2017 we were voted The Nation's Favourite Organic Product at the BOOM Awards, followed up by Best Scottish Organic Product in 2019

At the BOOM Awards in 2021 we won 2 sub-category awards, Best Organic Vegan Product and Best Organic Bakery Product (Sweet)

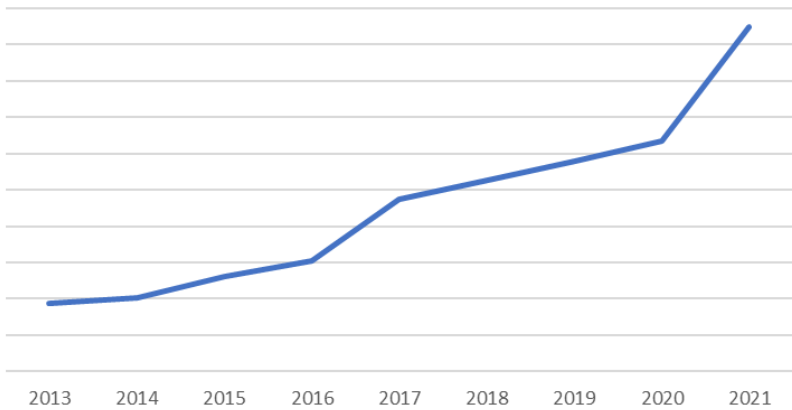
In 2019 we were a winner at the Scottish Rural Awards

But even more important is our consumers' verdict!



Quality leads to Growing Sales!

Annual Invoiced Sales

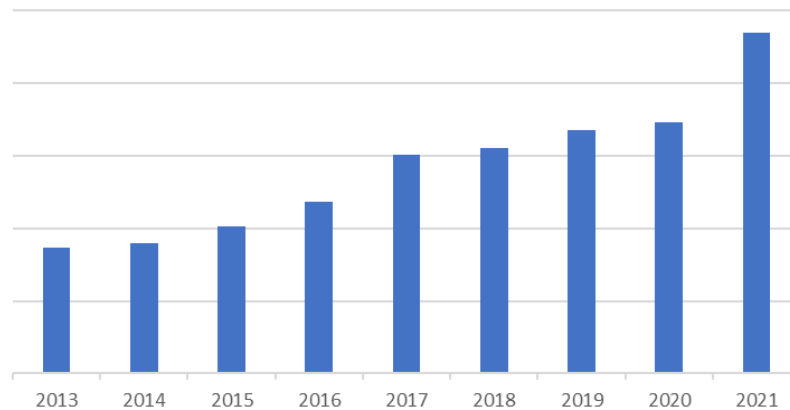


2021 invoiced sales grew by 50%

Over 400% Growth in 9 years

**A compound annual growth rate of
20.57%**

Distribution Points



**Distribution points growth
of 170% in 9 years**

Island Bakery quality means a higher RSP and therefore margin. One well known wholesaler pricing provides a 31p more margin on Island Bakery Chocolate Gingers v' Borders Chocolate Gingers



Organic continues to outperform

Organic Biscuits have grown +4% versus -3.2% decline in non-organic biscuits*

Over 1/3 of millennials are more likely to buy Organic than pre Covid-19**

Over 12 Million Brits are more likely to buy Organic than they were pre Covid-19**



Fitting Current Consumer Trends



Financial Vulnerability

Consumers are moving away from big ticket items, choosing treats in affordable ways, like a pack of Island Bakery Biscuits



Sustaining our Local World

Consumers are more aware of the environment. The factory is designed to minimise its impact on the world. Island Bakery changed to card trays to hold their biscuits.



The Home 2.0

Consumers are spending more time at home working and socialising, increasing at home eating. Island Bakery has ranges for different eating occasions.



Power of the Ordinary

Consumers are enjoying the everyday and simple pleasures. What simpler pleasure is there than an all-butter biscuit treat.



The Trust Deficit

With easy access to information, consumers are looking for brands they can trust. Island Bakery has genuine heritage and uses no palm oil, artificial colours or flavours



Organic Sweet Biscuits

- Organic All-Butter Recipes
- Classic Shortbread, 2 Crumbles and 5 biscuits partially coated in finest chocolate
- Produced in small batches with care
- No Palm Oil, Hydrogenated Fat, Artificial Colours or Flavours
- Striking packaging with characters from the Isle of Mull
- Retail Cases containing 12 packs of 10 biscuits*
- Portion packs available as 2 biscuits weighing 25g



*9 Biscuits in Chocolate Gingers



Blissfully Buttery Range Tins

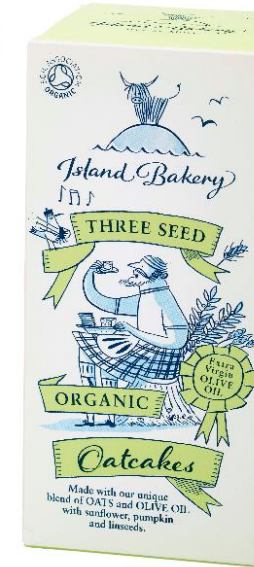
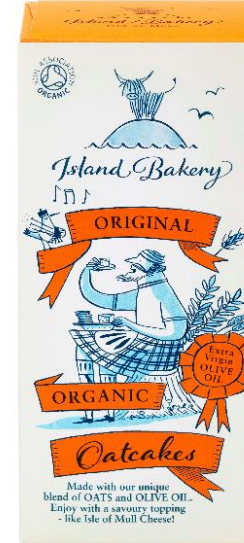


- A range of all-butter shortbreads and Lemon Melts
- A choice of Classic Shortbread or curious flavour combinations
- 2 trays of 6 biscuits packaged in a beautifully designed tin linking back to the seas around Mull
- Useful Tin / Keepsake when all the contents have been enjoyed
- All organic ingredients
- No Palm Oil, Colours, Hydrogenated Fat, Artificial Colours or Flavours
- Available in a case of 6



Island Bakery Organic Oatcakes

- Organic Oatcakes made in small batches with just the right combination of whole oats and oatmeal
- Made with extra virgin olive oil
- Pressed into shape, for a homemade traditional appearance and a thin, light texture.
- 3 varieties to satisfy most taste buds, to be enjoyed on their own or with a chunk of cheese, pate or perhaps smoked salmon.
- Three Seed Oatcakes BOOM Awards 2021 Winner - Best Organic Vegan Product
- Each pack contains 16 biscuits and there are 12 packs to a case.



Isle of Mull Cheese Biscuits



- Cheese Biscuit Range with genuine local provenance
- A range of three scrumptious cheese biscuits in which we have captured the fulsome flavour of Gold Award winning Isle of Mull Cheese.
- The cows graze right beside the bakery and their milk makes one of the few artisan cheeses in Scotland produced from a single herd
- Made from 80% organic ingredients
- Each pack contains 12 biscuits and there are 12 packs to a case





The Gluten Free Cookie that everyone can enjoy

- ✓ Wheat Free
- ✓ Gluten Free
- ✓ Organic
- ✓ Approved by Vegan Society

Named after Fiona Aitoli

Fiona Aitali grew up in colourful Tobermory on the Isle of Mull, where her home baking is legendary. When Fiona found out she was Coeliac she was determined that it wouldn't stop her creating and sharing delicious bakes.

Fiona has been home baking gluten free treats to rival any conventional bakes. With Island Bakery know-how her baking can now be enjoyed beyond Mull!

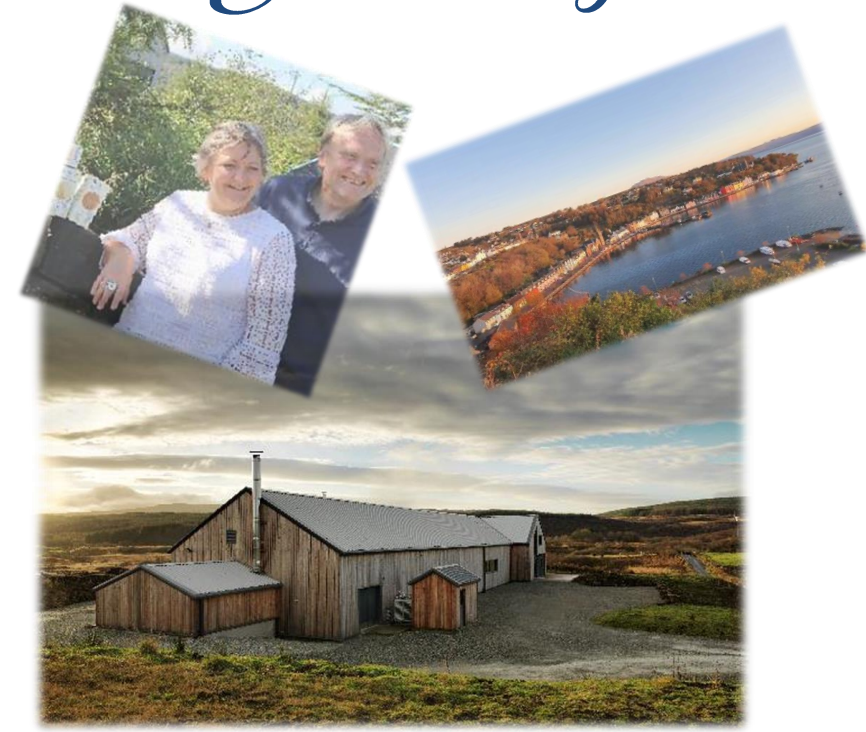


Retail Cases Containing 12 packs of 8 Biscuits



2 Biscuit Portion Packs in cases of 24

In Summary



Owned by Joe & Dawn Reade
Purpose built Eco-bakery with wood-
chip fired ovens to bake the biscuits
and on the Isle of Mull



Power of the
Ordinary



The Trust
Deficit



Financial
Vulnerability



Sustaining our
Local World



The Home
2.0

A company in sustainable growth
with a range of , that are in line
with Consumer Trends



2 Brands
5 Great Ranges of Products



Thank You and Next Steps.....

