



Island Bakery

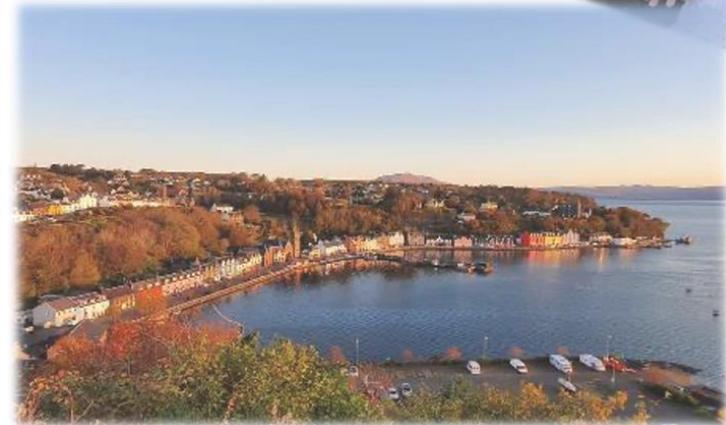
ISLE OF MULL

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



Proud of our Quality

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.

Although a small supplier we work to the highest technical standards

We are accredited by SALSA and the Soil Association

We have won 12 Great Taste Awards. This year we won 1 Star for two of our Oatcakes - Three Seeds, and Black Pepper, and Sweet Biscuits Oat Crumbles. Lemon Melts won 2 Gold Stars, matching Apple Crumbles' 2020 success.

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!



WINNER
Artisan Food



Organic outperforms

To September 2021, MAT value sales of Organic food and drink has grown at 6.1% versus 2.4% growth in non-organic*

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**



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 & 30g



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
- All organic ingredients
- No Palm Oil, Colours, Hydrogenated Fat, Artificial Colours or Flavours
- Available in a case of 6



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



Gluten Free Cookies that EVERYONE can enjoy

Named after Fiona Aitali

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!



Why launch a Free From Product?

- The free from bakery sector has grown by over 60% in the last five years*
- The number of vegans has increased by 40% to just under 500,000 people**

- ✓ Indulgent & Premium
- ✓ Wheat Free
- ✓ Gluten Free
- ✓ Organic
- ✓ Approved by Vegan Society
- ✓ Palm Oil Free
- ✓ Coeliac Society

In Summary



2 Brands
4 Great Ranges of
Products



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