



THE ENGLISH
CAKE COMPANY

HAND MADE IN ENGLAND



AN EXCITING OPPORTUNITY FOR LANDLORDS





THE ENGLISH
CAKE COMPANY
— HAND MADE IN ENGLAND —


Our Heritage

Perfection Foods is an independently owned family business, established over 18 years ago. It is now the UK's leading manufacturer and exporter of high quality cakes, with a range of over 40 products. Two generations of the family play an active part in the day to day operation of the company which has experienced rapid growth since its inception. With three large production facilities in the UK, one comprising over 120,000 square feet, the company is planning to open another facility in 2018. Perfection is a multi-award winning business and since 2009 has exported to 10 countries in Europe and is making inroads into North and South America and Asia.

We distribute our cakes and products throughout the UK, and include most of the major retailers amongst our customers. From individual and multichain retail shops, to main distributors and wholesalers, we guarantee fast and efficient service with our delivery team committed to deliver within 24 hours after completion of the order. Heritage and tradition are the foundation of our company but we continue to look for ways to innovate and grow the business, both within the UK and for export.

Our most recent innovation at Perfection Foods is our retail brand **The English Cake Company**, which we utilise not only in our brand packaging, but is now the medium which we are looking to grow through **branded carts, kiosks, concessions and cake cafes**. Our expert knowledge of the cake production and logistics process provides Landlords throughout the UK the comfort of our know-how and many years of expertise in getting quality products into the right retail environment.





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Our Products





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Our Products





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Our
Customers



Intermarché

makro

Sainsbury's



ASDA



Nisa Today's



Emirates



M&S
EST. 1884



TESCO



PÂTISSERIE
VALÉRIE
- LOVINGLY HANDMADE CAKES -

Druckers
VIENNA PÂTISSERIE



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HAND MADE IN ENGLAND
UK

The English Cake Company

This exciting concept and brand from Perfection Foods has been trialled out successfully in multi locations during 2018, and we have high hopes and expectations that it represents a perfect fit for landlords looking for an F&B tenant. It is clear that pop up stores and food on the go concepts are increasingly popular, and The English Cake Company 'mobile cart' offers landlords the ideal solution to enter this growing arena.

In addition, we have also designed seating unit options which could easily be integrated into existing retail units, particularly those which have offered a similar customer experience.

All products fall into the handmade and luxury category and are renowned for their quality and authenticity. Gifting options involving on site decoration and personalisation will engage and interest customers. We have the capability to handle quick fit-outs where necessary, and UK wide delivery of our exceptional fresh products. The time feels right for The English Cake Company to become a firm favourite with customers around the UK, and we are ready to talk with potential partners who can appreciate this exciting opportunity.



Our Growth Strategy

- With a turnover of over £5m last year, and gross profit over £1.5m, our prediction for 18/19 is a turnover of £6.3m, with a predicted gross profit of £1.9m.
- With our strong heritage as one of the key market leaders within the quality UK market, we are now looking to the next stage in our growth which will be opening our own premium cake shops and cafes under 'The English Cake Company' brand across the UK within key towns and locations.
- We are seeking kiosk, carts, in-line and MSU opportunities within key shopping centres and high streets.
- We are also looking to take over existing cake shop businesses.

Contact

Please send suitable kiosk/
concession/cake cafe ideas
to our retained retail and
leisure property consultants,
May & Company:

Samuel May MRICS
Director | May & Company

T 020 3503 0635

E samuel@mayandcompany.co.uk

MAY & COMPANY
RETAIL & LEISURE SPECIALISTS