

# Media Information



## About Crantock Bakery

Crantock Bakery is an award-winning manufacturer of Cornish pasties and bake-off products.

Founded in 1981, the company has its roots in the traditional baking of Cornish pasties. The business has grown year-on-year from a butcher's shop in the North Cornwall seaside village of Crantock to a modern business with a £12 million turnover.

Those roots continue to form the basis of Crantock Bakery, with an unwavering commitment to producing a high quality product using the very best local produce wherever possible.

Today Crantock Bakery employ over 180 people at their purpose-built bakery near Newquay in Cornwall. Following a multi-million programme of investment the 27,000 sq ft premises last year produced almost 20 million pasties - all hand-crimped in the traditional Cornish way.

Their continually-expanding product range includes sausage rolls, hand-raised pies, scones, and 30 different pasties. The company is highly adept at developing bespoke products for their customers, who range from independent bakers to foodservice suppliers and supermarkets throughout the UK and Europe.

Hot pasties are one of the fastest-growing sectors in the bakery market, and blind taste tests have consistently put Crantock Bakery's pasties at the top of the pile. Crantock Bakery is the 2008 British Bakery Manufacturer of the Year.

### Affiliations

NAMB – National Association of Master Bakers  
Taste of the West  
Cornish Pasty Association  
Made in Cornwall

### Further Information and Media Contacts

Company website:

[www.crantockbakery.co.uk](http://www.crantockbakery.co.uk)

Online media centre – photo library and press release archive:

[www.barefootmedia.co.uk/mediacentre/crantockbakery.htm](http://www.barefootmedia.co.uk/mediacentre/crantockbakery.htm)

For more information please contact:

#### Jim Michell

PR on behalf of Crantock Bakery  
Barefoot Media  
01208 895089 or 07899 997336  
[jim@barefootmedia.co.uk](mailto:jim@barefootmedia.co.uk)

#### Catherine Webster

Marketing Manager  
Crantock Bakery  
01726 861120  
[CWebster@crantockbakery.co.uk](mailto:CWebster@crantockbakery.co.uk)

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## About Bake Off

When the new owners took over Crantock Bakery in 2002, they were convinced of the potential of the “food on the move” bake-off market and targeted the then dominance of the sandwich to grow their business.

Since that time their faith has been rewarded as the company has seen double-digit annual growth, demonstrating clearly that there is a strong customer appetite for freshly-baked Cornish pasties.

Crantock Bakery remains committed to its core strength in baked products with a programme of significant investment in product innovation and new market development.

Some product development is diversifying into new areas for the company, including hand-raised pies, calzones and ‘posh’ sausage rolls which have global appeal and are literally flying all over the world.

Crantock Bakery has also demonstrated that its baked product ranges are well suited to meeting new targets on the use of salt, lower fat products; contain no E-numbers, flavour enhancers or preservatives. As most products are freshly made, blast frozen and fresh baked this compliance has not been too onerous, but in some product ranges fat reduction and the use of olive oil, for example, was carefully trialled and has now been implemented.

Exploring new market opportunities has continued to drive the growth of Crantock Bakery. The company was the first Cornish pasty manufacturer to receive an Export Licence allowing the export of beef products into European and global markets.

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