

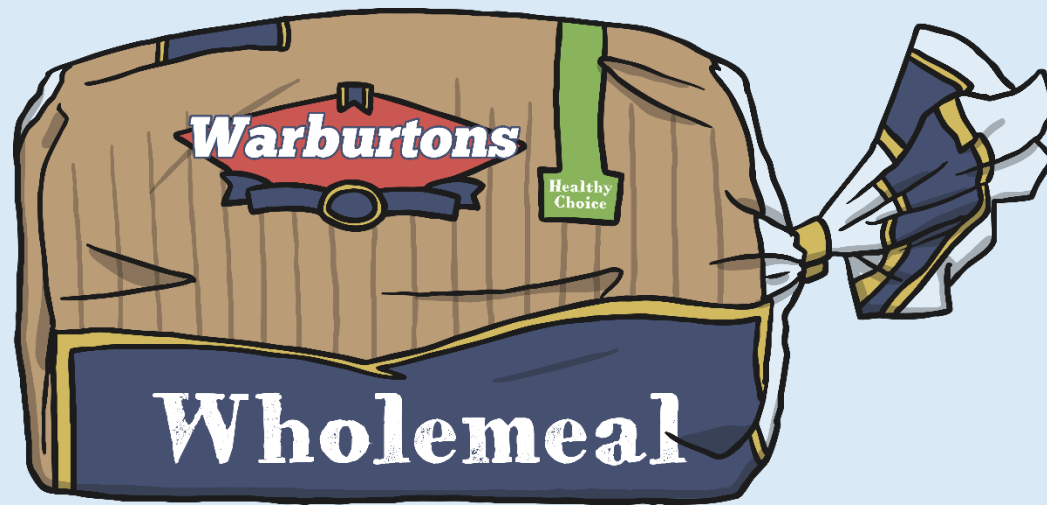


planit

Design and Technology

The Great Bread Bake Off

The History Behind Warburtons



Aim

- I can find out about important people and events in the past that have shaped the way bread is made and sold today.

Success Criteria

- I can explain that Warburtons were and still are pioneers of the bread industry.
- I can say key events that led to the success of the Warburtons brand.
- I can place key events in chronological order.

Bakers Born and Bred



Does anyone recognise this slogan?



Does anyone know who the slogan belongs to?



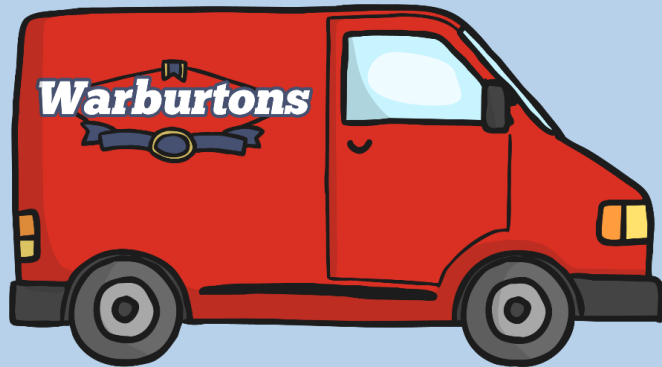
Pioneer: Develop or be the first to use or apply a new method, area of knowledge, or activity.

Warburtons: Present Day

They are the second biggest grocery brand in the UK based on sales, after Coca Cola.

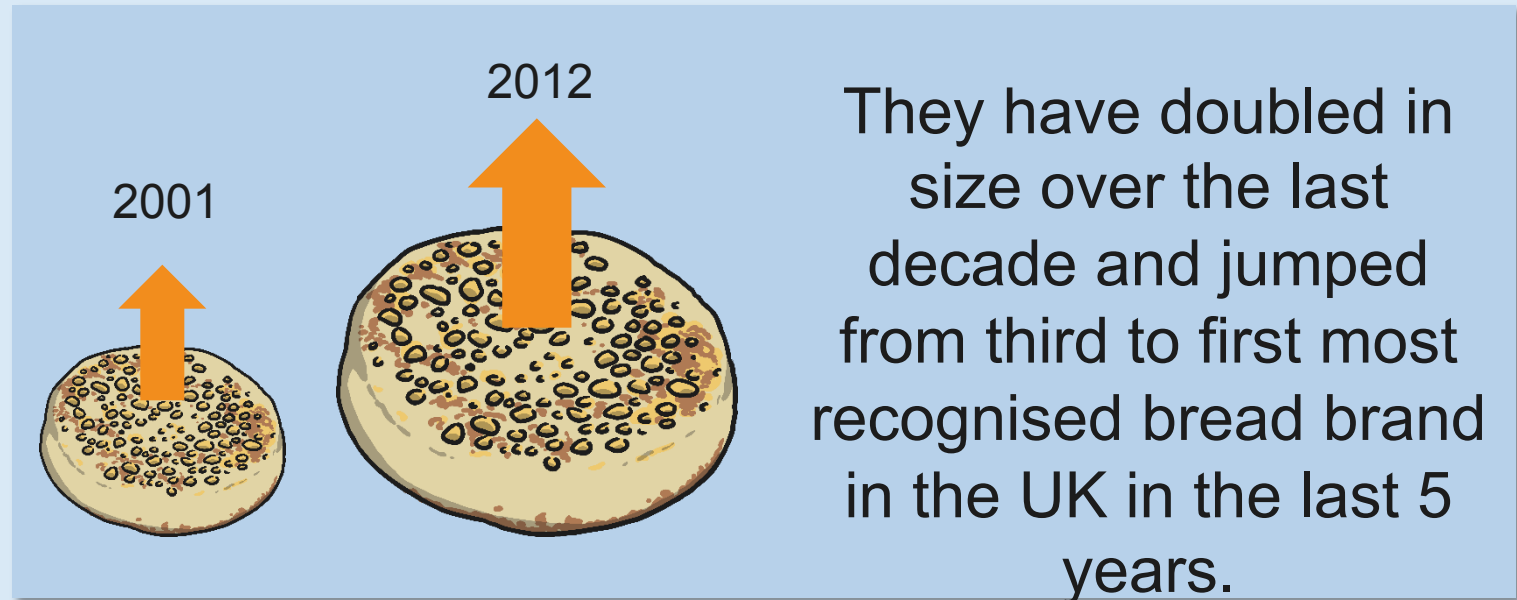


Warburtons: Present Day



They deliver to 18,500 retail customers each week. A number which has grown by more than 1,000 since last year.

Warburtons: Present Day



They have doubled in size over the last decade and jumped from third to first most recognised bread brand in the UK in the last 5 years.

Warburtons: Present Day

Since 2000 they have upgraded seven of their bakeries with state-of-the-art technology, including their most technologically advanced bakery in Bristol which can produce over 1.5 million products per week.



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Warburtons: Present Day



They have invested more than £370 million in their business over the past decade, building new bakeries, refurbishing others and upgrading their distribution.

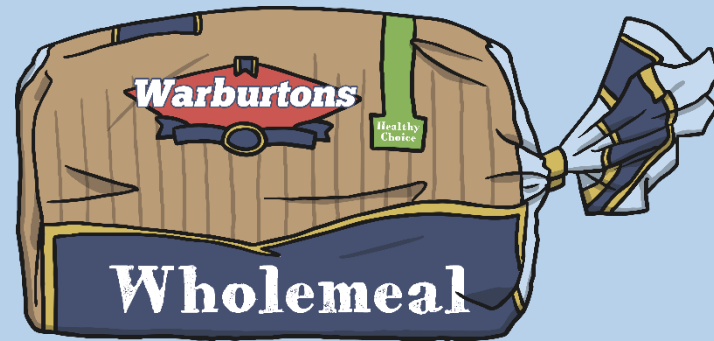
Warburtons: Present Day

They operate with the support of over 4,500 employees.

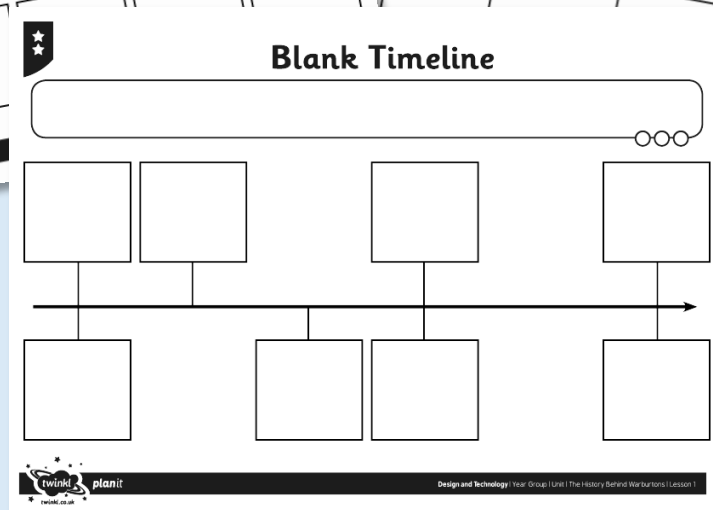
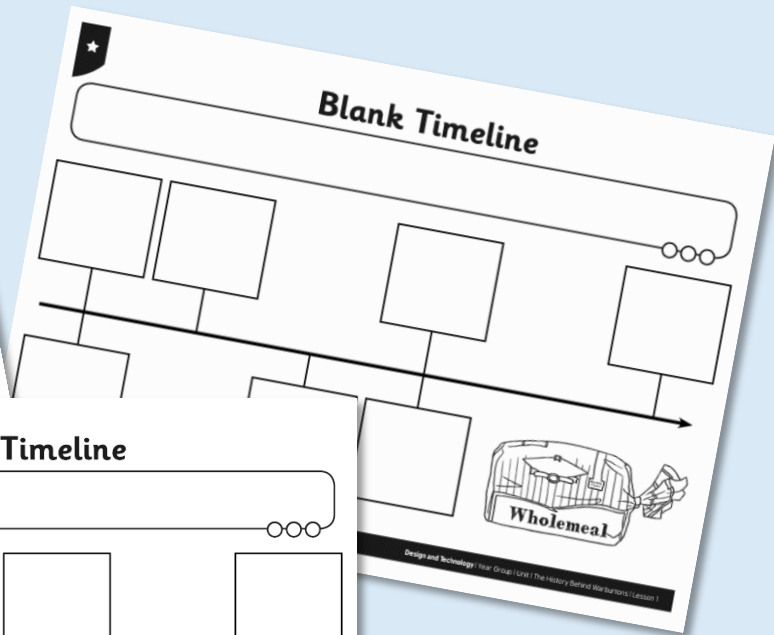
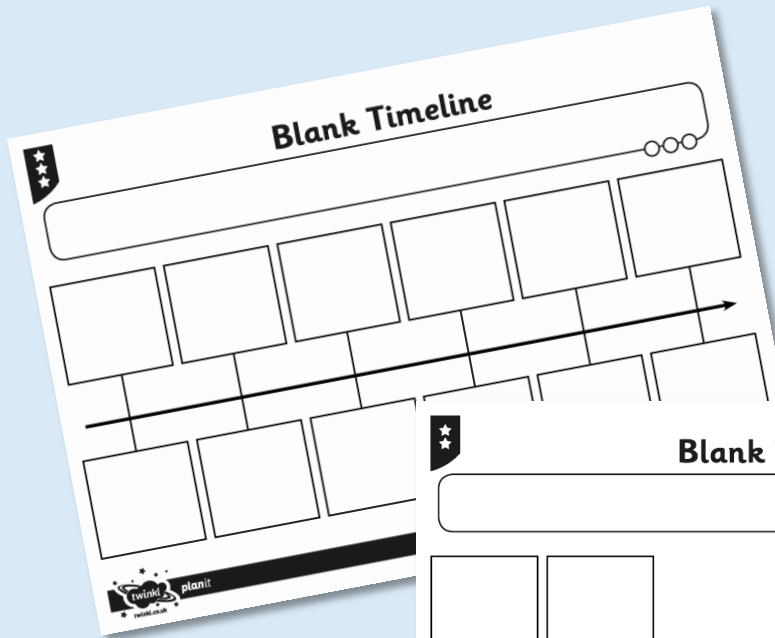


Where did they come from?

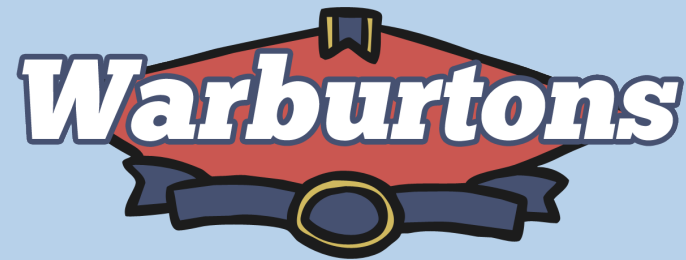
They are a family bakers founded by Thomas and Ellen Warbuton in 1876 in Bolton.



Warburtons Timeline



Key Event and Person



If you had to choose one key person who was central to the great success of the Warburtons family and brand, who would it be and why?

If you had to choose one key event that was central to the great success of the Warburtons family and brand, what would it be and why?

Aim



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