



Honeybuns

Naish Farm, Stony Lane, Holwell, Sherborne, Dorset DT9 5LJ

Tel: 01963 23597 Fax: 01963 23479 Accounts: 01963 23706
thebee@honeybuns.co.uk www.honeybuns.co.uk

VAT Reg No: 742 5805 31 Company Reg No: 4385143

8 September 2011

HONEYBUNS BACKGROUND INFORMATION

Nestled deep in the Dorset countryside, this little company has wowed food critics and customers alike with their range of cakes & savouries. Using impeccably sourced ingredients, this small hands-on team create gorgeous tasting treats. Over half the range has won Gold at the prestigious National Great Taste Awards.

Emma Goss-Custard started Honeybuns in 1998 when she was a student in Oxford. Trying to find a way to make some extra money, she used recipes handed down from her mother and grandmother and set about making delicious cakes to supply to local businesses and café's. All the cakes were lovingly made in the kitchen at her digs and then delivered by Em on an old post office bicycle. The company relocated to Naish Farm in Dorset in 2001 to a listed farm with outbuildings, which have been sympathetically adapted from their dairy days to now house the bakery. Honeybuns has grown organically and sustainably to fit its surroundings, and the team is now 26 strong, employing local people.



Says Em: "As a relatively small enterprise we do not have the luxury of an advertising budget - instead, our work needs to come from recommendation. We let the cakes do the talking". Em is passionate in her pursuit of excellence and as much as possible will only use locally sourced ingredients. All the cakes are still hand made the old fashioned way by her dedicated team and slow baked in their vintage oven. The breadth of awards Honeybuns

For Further Press Information, please contact:

Charlotte Mcmillan, Honeybuns

T: 01963 23597

lottie@honeybuns.co.uk



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Page 2

has won for its delicious cakes reflect this passion. All but two of the range of cakes is gluten free and four of them dairy free, using alternatives to flour such as polenta and ground nuts, making them suitable across a range of dietary needs. Coeliac customers are completely thrilled to be able to enjoy otherwise forbidden goodies such as cakes and brownies - and with such sublime taste!

Honeybuns is not just concerned with baking beautifully crafted cakes however. The company is also dedicated to leaving as light a footprint as possible upon its surroundings. The 5 acres surrounding the bakery is now managed as a nature reserve. The cake board inserts use card from a sustainable source, are printed with vegetable based inks and are recyclable. All packaging cardboard is sold to a local recycle company, who shred it into animal bedding and sell it back to Honeybuns to use for horse bedding. Other activities include running a community café 'The Bee Shack' and looking after a selection of rescue animals. All proceeds from the Café are used in the BeeGreen project- building nest boxes, bat boxes, tree planting, team veggie plot & polytunnel & hedge laying.

Honeybuns can be found in most National Trust, John Lewis and Sainsbury's café's, as well as other major supermarket cafes and countless other discerning tearooms across the country. Honeybuns supply an eye catching and useful selection of point of sale to all their stockists, most of it provided free of charge.

For more details please visit: www.honeybuns.co.uk or phone 01963 23597, but please come and visit our stand no. F609, where Vicky and Lottie will be handing out goody bags (limited numbers) and generous tasting samples.

END

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NOTES TO EDITORS

- **Samples** and **High Resolution images** of **each** product can be sent on request.
- The Heathcliffe Brownie, Almond Moon and Snowy Hills cakes are all Award-Winning products.
[See www.honeybuns.co.uk/awards for a long list of all the awards won by Honeybuns and its products.
- Honeybuns holds an astonishing track record of National Great Taste Awards with the Guild of Fine Food. This thoughtful artisan bakery has won Supreme Champion, Best of British, Best Speciality from the South West and this year, three Great Taste Double Star Gold Awards.
- All cakes are gluten free apart from Cranberry and Pecan Flapjack and Plain Flapjack. As well as being gluten-free, the Amondi Cookie, Almond and Lightly Salted Pistachio Cookie, Scrumdiddleumptious Cookie and Moosh Bar are also Dairy Free.

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