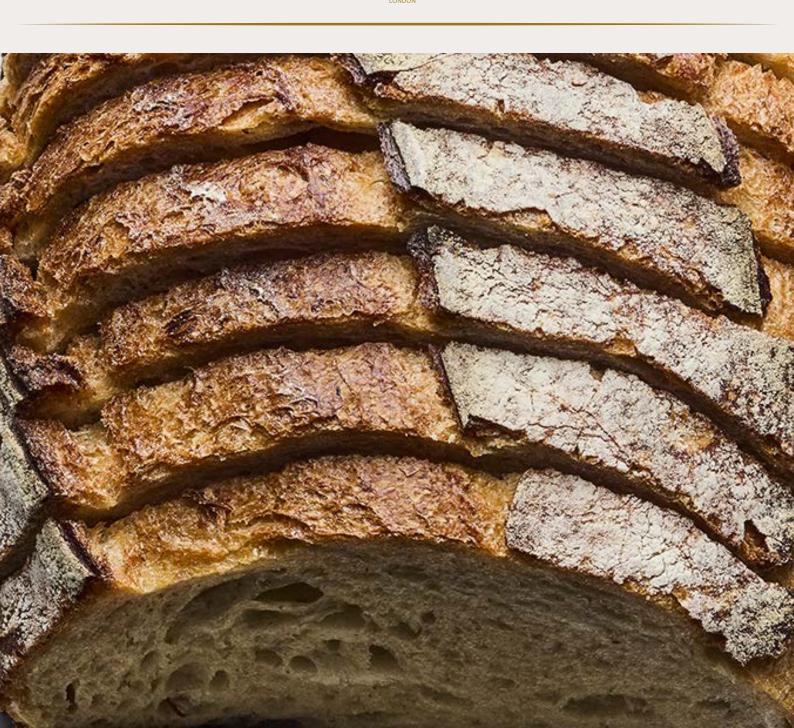
THE BREAD 1993 FACTORY

Frozen



BY APPOINTMENT TO HIS MAJESTY THE KING SUPPLIERS OF ARTISAN BAKERY GOOD THE BREAD FACTORY







The way bread is made today is a problem. Modern farming practices have left the soil tired and depleted, while a focus on mass production over quality means much of the bread we eat isn't what it should be. But we believe in something better - bread that nourishes the people who eat it, and the land it comes from. Bread that's full of flavour, and part of a food system built to last.

That belief is at the heart of The Way We Bake — our ethos and strategy that shapes every decision we make. It means using traditional methods not out of nostalgia, but because they work — and combining them with innovation when and where it matters. It means working with partners who prioritise soil health, biodiversity, and better farming practices. In the last two years, we've started incorporating regeneratively farmed and diverse grains into our loaves — a step towards a more resilient food system.

Baking this way is not just about what we make - it's about how we think. It's a commitment to evolve, to improve, and to question. To build a system that supports the land, the growers, and the people we feed.

ALLERGEN KEY



Contains Wh



Contains Soya



Contains Nuts



Contains Sesame



Contains Mustard



Contains Sulphites

Please note that our products are made across different bakeries and may contain or come into contact with various allergens. Full ingredient lists, allergen information, and nutritional details are available on request.



We aim for full fermentation by feeding our starter regularly and keeping it at just the right temperature. It's a slow process, but worth it. The result? Bread that's easier to digest, with better nutrients, lower gluten content, and a longer shelf life. No tricks. Just good bread, made with patience, purpose and proper fermentation.



Borough Brown

CASE SIZE: 5

A robust wholemeal loaf with a subtle tang and complex flavour. The natural nuttiness of wholemeal flour shines through, complemented by the gentle acidity of a slowfermented dough. A tacky, open crumb sits beneath a thick, chewy crust.



Wildfarmed Seeded

CASE SIZE: 8

Crafted with a harmonious blend of Wildfarmed flour and diverse flours like wheat flour, dark rye, barley, spelt wholemeal, and emmer, this bread is a testament to our dedication to quality and flavour. Handmade with a medley of wholesome seeds, including linseeds, chia and more. Available in 800g.



Borough White

CASE SIZE: 5

A secret dash of spelt, rye and emmer flours enhances both the nutrition and the taste of this white sourdough. The slight touch of spelt brings a sweet nuttiness and off-white creaminess to its tacky, open crumb. This loaf is versatile with a dark, crackly floured crust.



Wildfarmed White

CASE SIZE: 8

Made with our blend of regenerative Wildfarmed flour, wheat flour, dark rye, spelt wholemeal, and emmer, creates a harmonious, hearty loaf with a soft, tangy crumb. Every slice embodies the story of traditional breadmaking and sustainable agriculture. Available in 800g and 250g.



Your burgers and hot dogs are the stars of the show—our buns are the perfect support act. We have a range of buns to suit every need—cream buns enriched with milk, cream or butter and glazed with oil for a soft texture and golden finish. Our plant-based options are made with potato for extra flavour and a light, fluffy bite, while others are infused with beetroot to bring natural colour and depth of flavour.



Statement Burger Bun

CASE SIZE: 9

Our most decadent bun, enriched with butter, cream and eggs to provide additional moisture and richness, making this burger bun sweet, soft and tender. Carefully baked to the appropriate texture and consistency.



Craft Burger Bun

CASE SIZE: 96

This slightly sweet, glazed bun is simple in flavour to help your patty sing. Designed to be robust in the kitchen to ensure that your burger is always looking its best



Wildfarmed Burger Bun

CASE SIZE: 4

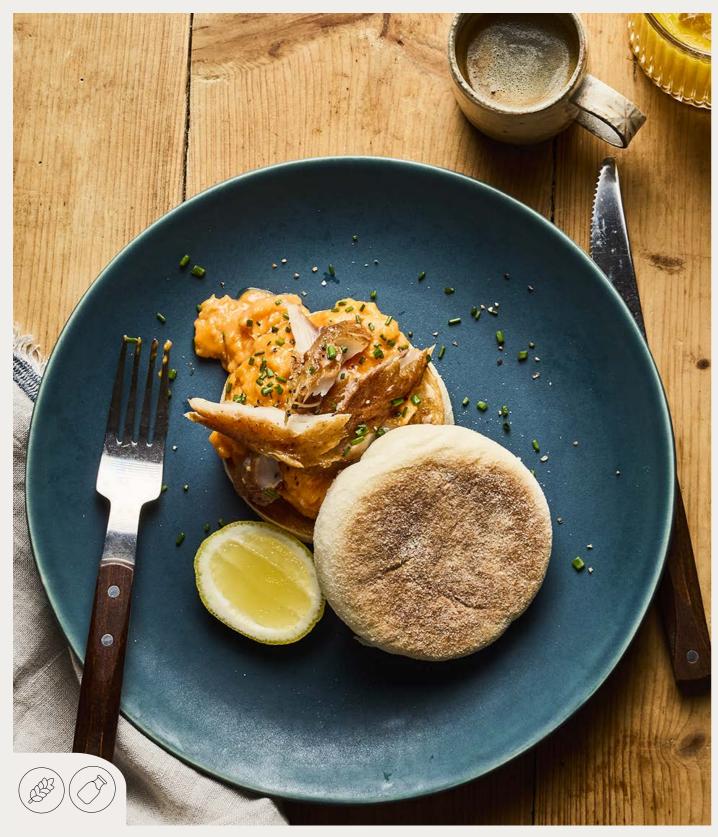
These burger buns made with regenerative flour are the perfect blend of flavour, texture, and ecoconsciousness. Sourced from wildfarmed grains, each bun embodies a regenerative cycle that enriches the soil, nurtures the environment, and provides the finest ingredients for your enjoyment.



London Burger Bun

CASE SIZE: 8

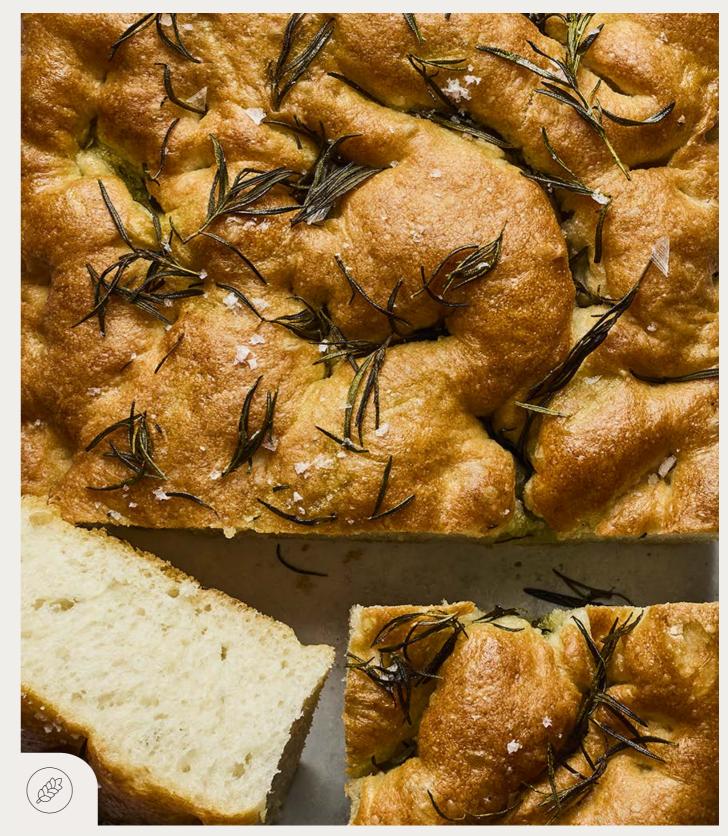
Designed for the ultimate smashed burger, each bun is irresistibly soft and fluffy, yet perfectly balanced for durability. Crafted to elevate every bite of your favourite burger, it's made from a blend of premium wheat flour and soy, with a touch of potato.



English Muffin

CASE SIZE: 72

Made with an enriched bread dough and carefully griddled by hand. Our cushiony English muffins are the toast of the breakfast table.



Rosemary & Sea Salt Focaccia

CASE SIZE: 5

Inspired by Genovese and Sicilian traditions, our country-style focaccia is made with ancient grain emmer, buckwheat & wholemeal flours to enhance flavour and nutrition.



For more information about the range or want to know more about us please contact us through: