

19 May 2014

Investment in rebranding adds a new flavour to Warrens Bakery

Warrens Bakery opened its newly refurbished Truro store today (19 May) as part of a complete rebranding and refit project part funded by the Cornwall & Isles of Scilly Local Enterprise Partnership's (LEP) Growing Places loan fund.

Warrens Bakery, which was founded in St Just in 1860 and is the oldest bakery in Cornwall, are refitting and rebranding all 50 of their retail shops across Cornwall and Devon as part of wider strategic and operational changes in retail, wholesale and export brought in by the new management team.

The loan from the LEP forms part of a £550k investment which will enable the total refit to be completed within 12 months, which would otherwise have taken years to achieve. This investment will not only create new jobs but safeguard jobs for the 435 strong existing workforce.

Chris Pomfret, Chair of the Cornwall & Isles of Scilly LEP said **"Warrens Bakery is one of Cornwall and the Isles of Scilly's best known and best loved brands. This investment will provide a major boost to their shops, which feature on many of Cornwall and Devon's high streets. Not only will it ensure the business safeguards existing jobs, it will also create new ones as they grow. We are delighted to support them in this exciting venture."**

The refit of all the retail outlets is due to be complete by March 2015 and the shops that have benefited from the rebrand are already seeing a significant uplift in sales as a result.

Mark Sullivan, Chairman of Warrens Bakery said **“We are thrilled to have this support and endorsement for our new brand, which represents a fusion of 155 years of Westcountry heritage with contemporary retail excellence. As Cornwall's oldest commercial bakery and the world's oldest pasty producer, we are passionate about our master baker traditions. When people visit our stores to buy pasties, scones, saffron loafs, regional biscuits or other treats, we want them to experience something rich and authentic, where it all began.”**

Cornwall Development Company is managing Growing Places on behalf of the LEP and Cornwall Council, who acts as the accountable body for the loan fund.

For more information about the LEP and to sign up to the LEP newsletter please visit www.cornwallandislesofscillylep.com. You can also follow the LEP on Twitter [@LEPCornwall_IoS](https://twitter.com/LEPCornwall_IoS).

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Note to editors:

Photo shows: Warrens Bakery Truro store post refurbishment.

Cornwall and Isles of Scilly Local Enterprise Partnership

The Cornwall and Isles of Scilly Local Enterprise Partnership (LEP) was launched in May 2011. Private sector-led, it is a partnership between the private and public sectors and is driving the economic strategy for the area, determining local priorities and undertaking activities to drive growth and the creation of local jobs. www.cornwallandislesofscillylep.com

Follow the LEP on Twitter [@LEPCornwall_IoS](https://twitter.com/LEPCornwall_IoS)

Growing Places Fund

The Cornwall and Isles of Scilly LEP successfully bid for **£6.4m from the Growing Places Fund**, provided by the Department for Communities and Local Government (DCLG) and the Department for Transport (DfT). The Growing Places Fund is revolving investment for businesses and public sector organisations in Cornwall and the Isles of Scilly. It can help fund infrastructure that unlocks stalled commercial or mixed use development. It is called a revolving fund because the investment is a loan, and once repaid, is reinvested to help generate further growth. The LEP and Cornwall Council have commissioned Cornwall Development Company to deliver Growing Places Fund.

www.cornwalldevelopmentcompany.co.uk/growingplaces

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