



Muntons PRESS RELEASE

Muntons double flake output

Growing interest in malted flakes has led Malted Ingredients manufacturer Muntons to double the output of its flake manufacturing plant to the point where they are now in a position to supply in excess of 10,000 tonnes per year.

Much of the increase in demand is consumer driven, with people looking for healthier and more interesting breads: The days are gone when the UK market was dominated by the white sliced loaf. Now there is a proliferation of 'interesting' breads with inclusions readily available to the consumer on the supermarket shelf – including breads such as; premium malted, malted brown, wholemeal, seeded and mixed grain breads containing oats or rye for example.

The benefits of whole-grains to a healthy heart has been well publicised and these more interesting breads certainly offer a higher percentage of whole grains compared with more traditional bread styles. And this sits comfortably with the consumer seeking a healthier lifestyle.

But it is also from other, less obvious, areas where demand for malted flakes is increasing. Areas such as food manufacturing – Cakes, breakfast cereals and cereal bars are benefitting from the inclusion of these interesting wholegrain flakes. The Whole Grain Council recently confirmed that malted flakes can be categorised as 100% whole grains and even produced a new stamp for Muntons to add to their product packaging to reflect this.

The long term strategic approach to investment and expansion stems directly from the strong family ownership at Muntons. As Andrew Suett, Muntons Malted Ingredients Sales and Marketing Director, says "Our shareholders are solidly behind our long term thinking and this stable family ownership underpins our commitment to UK manufacture and the production of natural, healthy products produced in a sustainable way. This would not have been the case had we been a company just looking for quick, short term profit returns." He continued "Malted flakes have proved to offer a tasty way for bakeries and food manufacturers to satisfy growing consumer demand for whole grains and the health benefits that these bring with them. Our plant expansion reflects our commitment to the UK bread baking market to offer relevant, high quality products in a timely fashion."

Muntons have just been placed 20th in the prestigious Sunday Times best green companies competition and were the highest ranking food manufacturer.

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