PREMIER FOODS

enriching life THROUGH FOOD

MEDIA ENQUIRIES
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FOR FURTHER INFORMATION VISIT
premierfoods.co.uk

We are one of **the UK's largest food producers**, supplying a range of retailers, wholesale, convenience and foodservice customers

90%
of **UK households** buy one or more of our products each year

91%
of our **total revenue** in H1 2026/27 came from branded products

>4,000
colleagues across

13 locations in **the UK**

THE HOME OF FAMOUS BRANDS INCLUDING...

OUR BRANDED GROWTH MODEL IS AT THE HEART OF WHAT WE DO

Leading brand positions

Our products are market leaders in the UK in our categories



Insight driven new products

Our innovation is based on four consumer trends: health & nutrition; convenience & on-the-go; premium & indulgence; packaging sustainability



Sustained marketing investment

We use TV advertising, out of home and digital & social media to build brands, maintain awareness and keep them contemporary



Retailer partnerships

We deliver outstanding in-store execution through our strong retailer relationships to drive category growth



OUR STRATEGY FOR GROWTH

Continue to grow the UK core

Maintaining and growing a vibrant UK business provides the foundations for broader expansion

Supply chain investment

We invest in operational infrastructure behind NPD and to drive efficiencies, fueling brand investment

Expand UK into new categories

We leverage the strength of our leading brands to launch into new adjacent product categories

Build international businesses with critical mass

We're building sustainable international business units by applying our brand building capabilities

Inorganic opportunities

We will acquire brands where we believe we can drive significant value through leveraging our Branded Growth Model

PREMIER FOODS TIMELINE - OUR HIGHLIGHTS

1837
Creation of the oldest Premier Foods brand, **Bird's**

1908
Invention of **Bisto** gravy; **OXO** sponsors the London Olympics

1917
Ambrosia creamery founded in Devon; it helps supply dried milk to WW1 troops

1967
Launch of **Mr Kipling**, the UK's number 1 cake brand since the late 1970s

1975
Harry Solomon and ***David Thompson*** found **Hillsdown Holdings**, which becomes **Premier Foods**

1983
Actress ***Lynda Bellingham*** first appears as the **OXO** mum and stays for over 15 years

Continued...

Financial highlights for Full Year 2025/26

SALES	TRADING PROFIT	ADJUSTED EPS
£1,175m	£200m	15.8p
+2.5%	+6.7%	+8.7%

Financial highlights for Half Year 2026/27

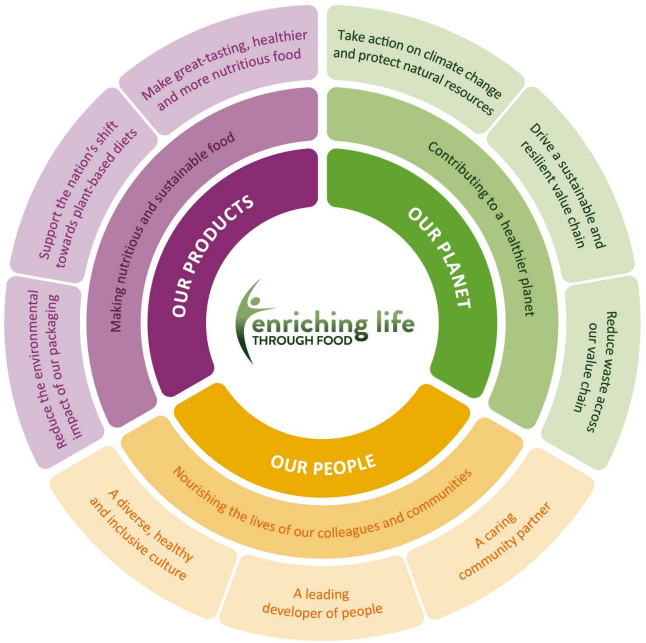
SALES	TRADING PROFIT	ADJUSTED EPS
£514m	£72m	5.6p
+2.4%	+2.4%	+4.0%

OUR INVESTMENT CASE

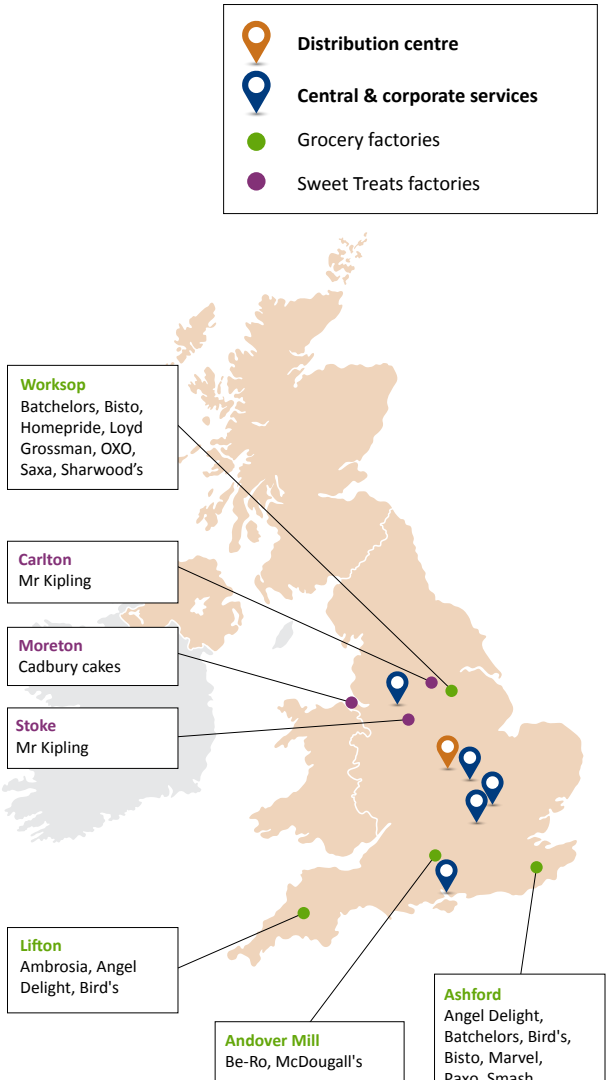
- **Portfolio of category leading brands.** We're market leaders in our categories: flavourings and seasonings; quick and easy meals; global cuisines; breakfast on the go & granola; ambient cakes.
- **Proven branded growth model** allows us to deliver consistent branded revenue growth in our UK core business and also across other areas of our strategy.
- **Strong margin profile.** We have margins comparable with other multi-national consumer goods businesses.
- **Supply chain investment.** We invest in operational infrastructure behind NPD and to drive efficiencies, fueling brand investment.
- **Highly cash generative**, which helps us reinvest back into the business.
- **Pension obligations solution.** In March 2025, we completed the full scheme merger. From FY26/27, we will save £5m on admin fees associated with the scheme, and we now see the potential for surplus realisation in due course.

OUR ENRICHING LIFE PLAN

We believe we have a responsibility and an opportunity to create more nutritious, sustainable food for our consumers; contribute towards a healthier planet; and help to enrich the lives of our colleagues and communities.



OUR SITES



PREMIER FOODS TIMELINE - OUR HIGHLIGHTS

2004
Floated on the London Stock Exchange

2007
Mr Kipling, Sharwood's and **Bisto** join the Premier Foods family

2016
Enters a strategic partnership with **Nissin Food Holdings Co Ltd**

2020
Re-entered the FTSE 250

2022
Purchases **The Spice Tailor**, the first acquisition for Premier Foods in 15 years

2023
Sales top £1bn for the current brand portfolio. Purchase of **FUEL10K**

2025
Purchase of **Merchant Gourmet**