

Making it in Leeds

News release from Leeds Manufacturing

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Bagel Nash continue retail expansion as sales near £5 million

A two-year consolidation period has paid handsome dividends for the UK's leading independent bagel baker and retailer, Leeds-based Bagel Nash, which is now producing over a million bagels a month.

In 2008 the company launched five new retail outlets in six months, then, in the face of the recession called a halt on expansion in order to concentrate on existing business. The strategy produced a 20% increase in sales to £4.6m for the year ending in April. This year's sales are already 2 per cent ahead as other leading bakery chains struggle to make 1 per cent advances.

Director Karen Mizrahi explained: "While we don't anticipate returning to the rate of openings we had in 2008, we're now ready for another major drive forward from our current base of 11 outlets. We've virtually covered our home city Leeds and believe we can repeat this "cluster" pattern in other cities - we've already made a start in York and Manchester."

Uniquely, the innovative family firm supplies all its outlets with bagels baked in the Meanwood bakery in Leeds, which also exports the popular snack to some 20 countries, including Iceland, Bulgaria and Hungary. Sales enquiries continue to pour in from as far afield as Greenland.

There are now 25 versions of the Leeds-baked bagels, recent additions being Fennel & Raisin and a breakfast treat of oats, honey and raisins. A recently introduced range of home-baked muffins and brownies has also taken off in fine style.

Uri Mizrahi added: “While consolidation included some substantial cost-cutting exercises, we never compromised on the quality of our ingredients, which remains the core of our success. We’ve also diversified in providing product platters, chiefly for the corporate market, where the healthy nature of the bagels appears to be appreciated by busy executives.

“March will see our seventh consecutive appearance at London’s International Food Exhibition as a serious stage for our further planned expansion.”

Paul Stephens, Leeds City Council’s chief economic services officer said: “Manufacturing firms have a key role to play in rebalancing the UK economy and driving economic growth. Uri and Karen have established a solid base and are now positioned ready for a new period of expansion.”

Ends

Photo caption: Rising sales for Bagel Nash’s Karen and Uri Mizrahi

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Notes for editors

[Leeds Manufacturing](#) is a joint initiative by Leeds Chamber of Commerce and Leeds City Council which aims to raise the profile of individual manufacturing companies in Leeds and promote the city as a centre for manufacturing excellence. Further case studies on Leeds manufacturing companies are available online at: www.leedsmanufacturing.co.uk