

Case Study

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The Jordans & Ryvita Company



The Jordans & Ryvita Company is an owned subsidiary of Associated British Foods that produces whole grain breakfast cereals and crispbreads under the Jordans, Dorset and Ryvita brands.

The business employs 750 people across three manufacturing sites in Poole in Dorset, Bardney in Lincolnshire, and Biggleswade in Bedfordshire, where their head office is based.

The business has concentrated on growing its international sales over many years to the point that today exports account for 40% of turnover. With a strong presence across Europe, Canada and Australia, their most successful international brand is Jordans cereals, which has averaged double-digit growth in international markets for the past 5 years. The business now sells more

Jordans breakfast cereals internationally than they do in the UK.



France is the business's largest international market where Jordans is now the Number 1 brand in the 'wholesome sector' of the breakfast cereals market and number 2 in terms of adult breakfast cereals¹, selling over 12 million packs a year. In Australia, we are building a significant business expected to be worth more than £20m (AUD \$36m) in FY20/21. Jordans is the number

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one selling brand of Granola/Clusters nationally, Dorset also competes in this segment and in savoury biscuits we have a growing Ryvita business.

In the past 18 months Jordans has launched into America where there is a consumer shift underway towards healthier breakfast cereals; 4 Jordans naturally delicious products were launched, 2 being organic and all adorning the non-GMO certification. Initial distribution has been built within regional, and premium grocery outlets, independent health food stores and national online retailers.

