



## BRODERICK'S

### Company address

Unit 9,  
Beechlawn Industrial  
Complex,  
Walkinstown, Dublin

[brodericksbrothers.com](http://brodericksbrothers.com)

### Channel:

Foodservice  
Manufacturing  
Online  
Retail

Established in 2010, Broderick's Brothers is an award-winning family business specialising handmade bars, traybakes and cakes, using the finest Belgium chocolate, Irish dairy, and a top-secret recipe caramel.



Starting with handmade cakes, the brothers spotted a gap in the retail market for indulgent chocolate cake bars and they decided to launch Broderick's Brothers in 2010.

A lack of compromise on product quality and the retention of the handmade baking process enabled the brothers to gain significant contacts across Europe.

The range has grown to include over 10 retail bars, assorted pouches and conference bites, all of which are sold in over 32 countries.

## Why Us

The company recognises the importance of local knowledge and has linked with progressive local distributors and agents in its target markets. It also spends significant time on the ground to understand the categories and competitive set, thus tailoring the product offer.

Broderick's sales strategy demonstrates a fearlessness of diversification in product offering and packaging format.

The product format and category targeted is based on thorough research of its demographic and best fit for the brand.

## Our product range



Road Rocking Choc Choc Block  
Caramental  
Tiff Toff in the Tiffin  
Slam Dunk Peanut Chuck  
Goey Oozy Chocolatey Solid Brick  
Gluten Free Nutty Crunchie Caramel Munchie  
Gluten Free Road Rocking Choc Choc Block  
Gluten Free Caramental  
Gluten Free Exotic Fruit & Nut  
Gluten Free Yummy Yoggy Mango Munchie  
Barry's Mini Assortment Pouch  
Bernie's Mini Assortment Pouch  
Mixed Traybakes  
Gluten Free Mixed Traybakes

## Markets

Asia Pacific

Europe

North America

UK & NI

## Nachhaltigkeit

- Broderick's Brothers are committed to continued leadership in the transformation of the industry for sustainable development.
- Over the 4 year sustainability plan, Broderick's Brothers are committed to

reduce output tonnage of all waste by 33% of weight in KG.

- Broderick's Brothers successfully surpassed its community engagement target by helping the disadvantaged of the community by increasing employment.

## Our Accreditations

- BRC
- Origin Green Verified

## Our Awards

High Potential Export Award 2017

Silver - Free From Food Awards 2016

Winner, Confectionery - The Caterer Product Excellence Awards 2015

Gold - Blas Na hÉireann 2013

Most Tempting Stand - Connect Expo 2013

Frozen Food Sweets Winner - Irish Q