

GENIUS BAKERS BRING IN THE DOUGH EXPERTS

Scotland's largest firm of chartered accountants has boosted its outsourcing division with the news that it has been appointed by one of Scotland's most innovative food companies.

Genius Foods Limited, producers of Genius Gluten Free bread and similar products, has appointed Johnston Carmichael as its new accountants and financial managers as the company embarks on an ambitious growth plan across the UK.

Johnston Carmichael will be advising Genius with a full range of accounting services including finance director level services to the business which is expected to launch upwards of 18 new products in the coming year.

Gervase Cottam, CEO, commented; "As our business prepares to expand dramatically next year, it's essential that we continue to keep a well trained eye on our financial performance which frees us up to develop our product and carry out sales. Vital as we continue to develop the Genius brand."



Lucinda Bruce Gardyne

"Johnston Carmichael has provided us with an excellent solution to our financial affairs and they are giving very informed advice at a senior level. We have combined internal resource with outsourcing through Johnston Carmichael and we're delighted with the outcome.

Toby Rintoul, Outsourcing Manager for Johnston Carmichael, commented;

"Innovative and fast growing companies are very suited to outsourcing and Genius Gluten Free is one of Scotland's most exciting food companies around. As the company is growing quickly, the team are yet to quantify their specific accountancy requirements. It makes sense that the financial side of the business is outsourced to an experienced team, allowing full concentration on developing the product line and increasing sales. Outsourcing also removes the usual employer challenges of recruitment, people management and absence which have a potential to take up management time in a developing company.

"We will have the flexibility to supply Genius with the appropriate level of support no matter what the challenges. We're looking forward to working with the Genius team."

Genius Gluten Free bread was created by Lucinda Bruce-Gardyne after her son developed gluten intolerance so she created her own new bread recipe. Following a deal to distribute exclusively in Tesco, the company now also sells Genius in Asda, Waitrose, Selfridges and Whole Foods Market and employs 8 people in Edinburgh.

Johnston Carmichael announced the launch of its outsourcing division in Edinburgh earlier this year as demand for the service increased on the back of the recession. The new services are now being actively targeted at innovative start up companies as well as the owner managed sector across the central belt.