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Ladywood, Birmingham Jul 29, 2024 ([Issuewire.com](https://www.issuewire.com)) - FABULOUS BISCUITS SINCE 1853

They have used high-quality ingredients and their expertise since 1853 to bake fantastic-tasting biscuits for everyone to enjoy.

Every story has to start somewhere, and they begin with brandy snaps. In 1853, Michael Spedding baked his very first batch and within a few years, he was selling to shows, shops, and traders from his Batley bakery. After Michael's son-in-law, Fred Ellis Fox, took over in 1897, he renamed it F E Fox & Co – and that's where they get their name.

Over the past 160 years, they have branched out from brandy snaps. From the simply delicious Fox's Crinkle Crunch to decadent Fox's Chocolatey Rounds, they strive to lovingly bake biscuits that are better than any other. These days, they bake more than 6 billion biscuits a year. But in all that time,

they've never forgotten their family roots; they still have a bakery in Batley, for one thing. Well, there's no place like home.

You can't bake some of the nation's favourite biscuits without a fantastic team. The people have helped Fox's to grow from that tiny Victorian bakery into a household name.



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