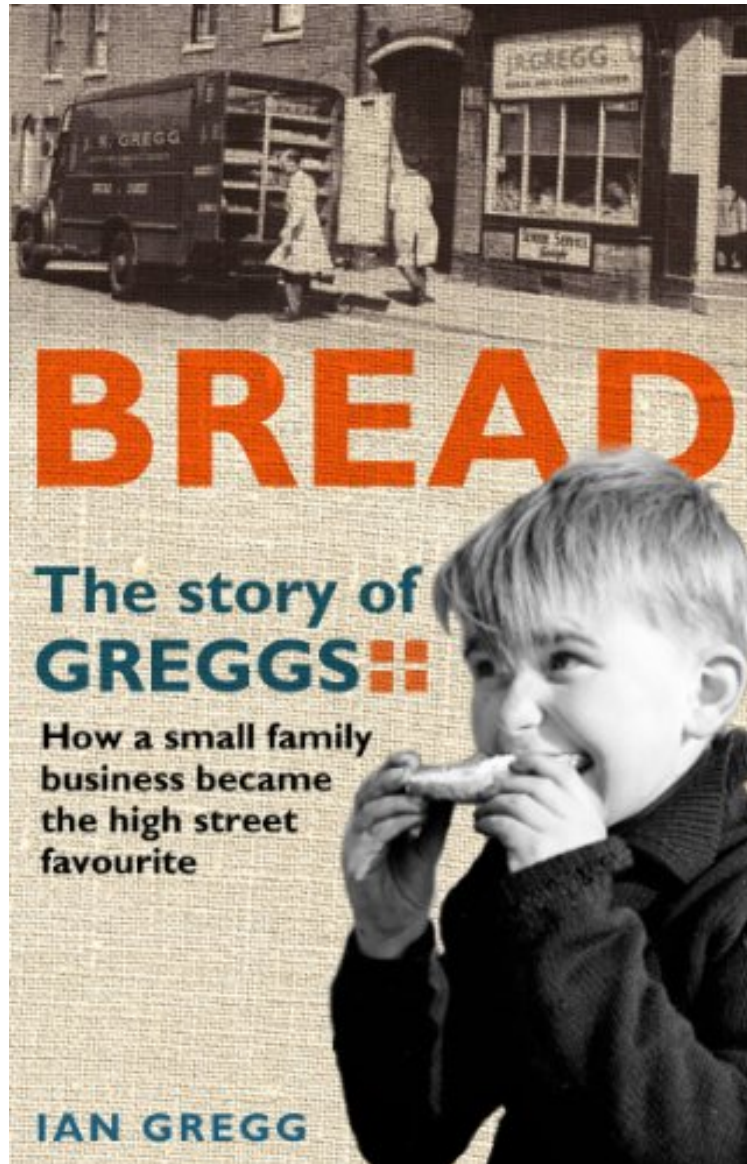


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Bread: The Story of Greggs

Ian Gregg

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Ian Gregg : Bread: The Story of Greggs before purchasing it in order to gauge whether or not it would be worth my time, and all praised Bread: The Story of Greggs:

When Ian Gregg was just a boy he joined his father at work selling pies from his van to miners' wives around Newcastle. Now retired, he can look back on a business that began as a husband-and-wife team in the 1930s, and

survived a world war and two major recessions to become our favourite bakery, beloved by everyone from children to office workers to soldiers overseas. Ian Gregg led the family firm as it grew, employing generations of families from around Newcastle and then becoming a public company with bakeries in Scotland and across the North, and now with shops on every high street. This is a story of extraordinary success, but it is also a triumphant tale of how doing right by your people makes for great business. Bucking every trend, Greggs have always put their customers, employees and local communities before quick profits for directors and shareholders. Their astounding record of charitable works includes hardship grants, an environment fund, sponsorship of the North East Children's Cancer run and over 1 million raised annually for Children in Need. Ian Gregg will donate all of his royalties and Greggs plc will donate all its profits from the sale of this book to the Greggs Foundation to help fund more Breakfast Clubs for children.

"Ian Gregg's book about the growth of his family business is a great story with appeal for everyone. It provides valuable lessons and encouragement for anyone starting out in business while showing other leaders how to make better values an important part of a successful formula." John Timpson CBE, Chairman of the Timpson Group

"Greggs and their sterling staff have been supporters of Children in Need for many years, and have raised millions for the charity, helping the U.K.'s underprivileged, sick and handicapped children. Not content with their outstanding contribution to improving the lives of these children, Greggs also fund "Breakfast Clubs", which provide a healthy meal to start the day for 10,000 children who might otherwise go hungry in the morning. Every book you buy from Greggs helps fund these clubs. There's a lot more to Greggs than a warm sausage roll." -- Sir Terry Wogan Kbe

20130214 "A fascinating, genuinely entertaining memoir...full of insight. The book is a fine combination of the personal and the professional. There has never been a better time - as discussions rage about the economy and we teeter on the brink of a third recession - for a man who has transformed a small family enterprise into a hugely successful business with a multi-million pound turnover, to make his voice heard." Scotsman Magazine

About the Author Ian Gregg is a former MD of Greggs the Bakers and the son of its founder. Actively involved in the company until 2007, first on the shop floor and finally as Chairman, he was responsible for developing the business from a single shop in 1964 on Tyneside into a public company with several regional bakeries and hundreds of shops. He established the Greggs Charitable Trust, focussing on relieving social deprivation and has been actively involved in environmental conservation for many years. He lives in Cumbria.