



Gold Member Simpli Baked

About the Company

Simpli Baked is owned and operated by the Flat Bread Company based in Tullamore, Co. Offaly. Since 2009, the company has specialised in baking premium quality flat breads, as well as tortilla and pizza bases for the Irish, UK, and European markets.

Kieran Walsh, Managing Director, has bakery in his DNA, having come from a bakery family in Limerick. Kieran is passionate about the business and believes in ensuring all customers get both the best quality products and customer service at all times. The Flat Bread Company employ 70 personnel and have been awarded winning status of the Food & Drink category at the Small Firms Association (SFA) National Small Business Awards for Achievement Innovation and Excellence in Small Business.

Spotlight Target Area: Product Health and Nutrition

For Simpli Baked, sustainability means producing the best quality product possible, in the most efficient manner, with minimum waste and carbon emissions. This ethos will ensure the company remains competitive and provides reliable and continuous employment in the area, while caring and protecting the environment. The company want sustainability to become a mindset for every employee within the organisation.

Over the course of its five year sustainability plan (2017-2021), Simpli Baked targeted a 5% reduction in salt levels across its food service range. Over the year 2021, the company performed particularly well in this area and is now 33% ahead of target. As well as the company's strong performance in the Product Health and Nutrition target area, Simpli Baked also demonstrated an exemplary performance within the target areas of Supplier Certification, Energy / Emissions, and Waste.

Membership Tier 4

Minimum Origin Green Targets Required Annually = 5

Exemplary Performance Target Areas

Raw Material Sourcing	Raw Materials & Suppliers	★
	Packaging	
Manufacturing Process	Energy/Emissions	★
	Water	
	Waste	★
Social Sustainability	Product Health and Nutrition	★
	Employee Wellbeing	
	Community Engagement	
	Diversity & Inclusion	
Additional Targets	Biodiversity	
	Approved Sector Specific Target	



Sustainability Programme
GOLD MEMBER
2022

“Origin Green gold status is a great achievement for the team and I am delighted to see the external recognition of the good work put in by the team behind the scenes.

The fundamentals of Origin Green have been a natural fit to our Simpli Baked culture. It has put structures in place to get recognition for a culture that existed within our team from our foundation and helps challenge us to do better year upon year. Thank you to everyone in our team for the relentless efforts and late evenings.”

Managing Director, Kieran Walsh