# Fire breaks out at new Greggs bakery in Exhall ahead of opening



A significant fire broke out at a new Greggs bakery in Exhall, just outside Coventry, on Friday night, shortly before its scheduled opening on Monday. Captured on video by a passer-by, the flames were seen engulfing the building, which prominently featured Greggs' blue and yellow branding.

Emergency services were alerted to the blaze at approximately 8:20 PM at the premises located on Longford Road. Warwickshire Police confirmed that the incident is currently being treated as arson. A police spokesman stated, "At this time, we don’t believe anyone was in the building at the time, but a full search will be carried out to confirm this once the scene is safe."

Warwickshire Fire and Rescue Service responded swiftly, with the initial deployment of two fire appliances expanding to six, along with a turntable ladder. They received additional support from the West Midlands Fire Service, which sent two more appliances. According to a spokesperson from Warwickshire Fire and Rescue, they were dispatched to the scene at around 8:05 PM and worked diligently until just after 1 AM to bring the situation under control. The spokesman noted, "It was quite a long job," and mentioned that police would remain on-site due to the building being considered insecure. An investigation into the cause of the fire is set to begin following a scheduled fire safety assessment on-site at 8 AM.

Authorities are appealing to the public for any information that could assist in their inquiries. Individuals with potential insights are encouraged to contact Warwickshire Police via their website or by calling 101, quoting incident number 339 from March 21. Anonymous tips may also be shared with the charity Crimestoppers by calling 0800 555 111.

Meanwhile, Greggs has been approached for a statement regarding the incident, but no comments have been released as of yet. The destruction of this new location marks a setback for the popular bakery chain that was poised to open its doors in the coming days.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.itv.com/news/central/2025-03-22/new-greggs-store-goes-up-in-flames-day-before-opening> - This article confirms that a new Greggs store near Coventry caught fire just before its opening and that the cause of the fire is still unknown.
* <https://www.skybluestalk.co.uk/threads/police-treating-greggs-fire-as-arson-after-new-branch-torched-before-opening.167523/post-3333659> - This source indicates that the fire at the new Greggs branch is being treated as arson by the police.
* <https://www.coventrytelegraph.net/news/coventry-news/new-greggs-store-fire-coventry-26349245> - Unfortunately, this specific URL is not available in the search results, but it would typically provide local news coverage of the incident.
* <https://www.warwickshire.gov.uk/fire-and-rescue> - This is the official website of Warwickshire Fire and Rescue Service, which would have information on their response to fires in the area, though specific details about the Greggs incident might not be available.
* <https://www.warwickshire.police.uk/> - This is the official website of Warwickshire Police, where they might post updates or appeals for information regarding the arson investigation.