



© 16 September 2020, 11:14 (BST)

Wessanen UK supports Organic September trade boom

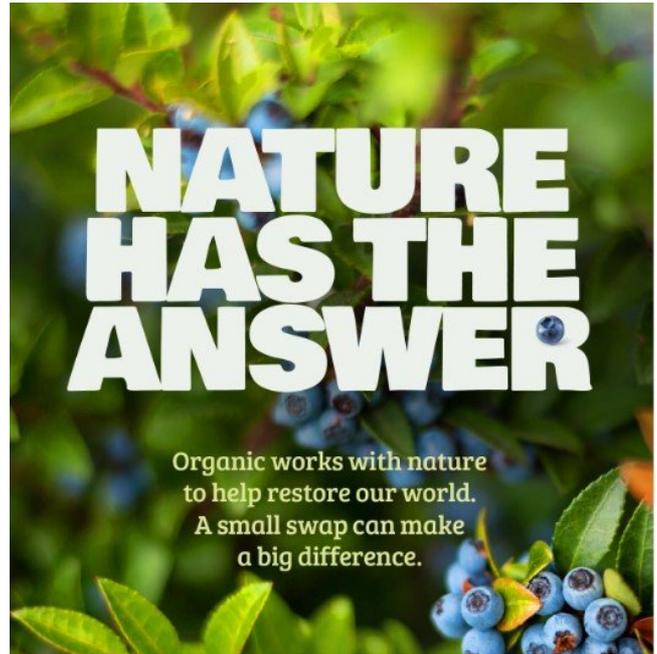
LOCKDOWN SPURRED ORGANIC SECTOR GROWTH OF 18.7%, STRONG PERFORMANCE SET TO CONTINUE

Pioneering B Corp food company, Wessanen UK, has reported strong YOY growth across its organic brand portfolio during recent weeks, which it is now aiming to build on during Organic September.

Sales of organic Whole Earth peanut butter were up 25%, Kallo organic stocks and gravies were up 27% and Clipper organic teas up 16% (IRI, 12 w/e 15 Aug, 20).

According to the Soil Association, sales for organic produce overall in the UK grew by 18.7% during lockdown and since January, organic food has seen the highest growth since 2016. (*Soil Association 2019/2020 report*)

Following positive sales uplifts, Wessanen UK is once again supporting Organic September by investing in a strategic shopper marketing campaign, executed in Sainsbury's and across the health food trade.



From September 16th, Wessanen UK's core organic brands will be investing in a heavyweight in-store campaign across 400 Sainsbury's stores and [sainsburys.co.uk](https://www.sainsburys.co.uk) with a combination of prominent shelf branding, online advertising, coupon offers, emailers and an advertorial in Sainsbury's Magazine.

Wessanen UK will also support 530-580 health food stores throughout September with branded chalk boards, adverts and free samples of Clipper's wide range of organic, Fairtrade teas.

Marianne Bainbridge, shopper marketing manager at Wessanen UK said:

"According to the Organic Trade Board, over 12 million people in Britain are more likely to buy organic than before the pandemic, so we are doing our bit to help spike awareness of organic product ranges through in-store executions – educating consumers that small changes to your shopping basket, can make a big difference."

The Organic September message this year, 'nature has the answer', is well aligned with Wessanen UK's mission to connect consumers to nature through its portfolio of purpose-driven brands.

ENDS

ABOUT HIGHLIGHT PR

Highlight PR is a results-focused PR and content marketing agency, based in Bath. The agency specialises in consumer PR for baby, kids and family brands and licensed characters and B2B PR for architects, designers, events, leisure and creative companies.

 pr.co

HIGHLIGHT

Highlight PR