

## Kallø extends plant-based stocks with new on-trend flavours



Kallø, the organic stocks and rice cake brand owned by Wessanen UK, is extending its range of organic plant-based stock cubes with two new on-trend flavours - Organic Umami and Organic Sriracha.

Both vegan-friendly organic stock cubes launch in Tesco on 25 October, with further listings in Sainsbury's and Waitrose for Organic Umami. Each pack is 66g and contains six stock cube portions (RRP £1.20\*).

Following the success of Kallo's Organic Mushroom and Organic Garlic & Herb stock cubes, the brand's latest NPD extends its offering to vegan and flexitarian consumers – looking to add a burst of natural, flavour-packed taste to homecooked dishes. Kallo take pride in using carefully selected good, honest & simple ingredients - with no added artificial preservatives, colourings or flavourings.

In the last six months, the stocks category has seen strong growth behind vegetable-flavoured products. For Kallø, 46% of value spend is now attributed to plant-based varieties and Kallo's overall stock cubes sales are up 22% YOY (Kantar Worldpanel, 52 w/e data to Sep 2020), bolstered by the surge in scratch cooking during the first phase of lockdown.



**Marketing and category director of Wessanen UK, brand owner of Kallø, Bryan Martins, said:**

*“We are seeing significant growth in the flexitarian market, with 86% of plant-based meals eaten by non-vegans. There is nothing quite like our Umami and Sriracha stocks on shelves at the moment, and the natural ingredients list will appeal to the ever-growing number of health-conscious customers.”*

The launch of Organic Umami and Organic Sriracha will be supported with prominent in-store visibility and an extended partnership with plant-based vegan influencers, BOSH!.

**ENDS**

**Notes to editors:**



*\* price is always at retailer's discretion*

**Wessanen UK**

Wessanen UK is an organic food company, with pioneering, nutritious food brands in expanding market segments: Clipper Teas produces a wide range of hot drinks including the #1 organic and white tea brands, and the first Fairtrade-accredited tea; Kallø makes market-leading, organic rice cakes, as well as other savoury snacks, stocks, gravies and cereal; Whole Earth, best known for its peanut butter, manufactures organic spreads, cereals and drinks; Mrs Crimble's makes deliciously gluten-free macaroons and cakes for all to enjoy, and Almond Breeze, the increasingly popular, healthy milk alternative.

Wessanen UK is B Corp certified and, either directly or through its subsidiaries, accredited by or a member of a range of industry bodies and associations including; the Fairtrade Foundation; the Soil Association; the UK Tea & Infusions Association, and the Organic Trade Board.

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