

Kallø inspires scratch cooking creativity with BOSH! and Tasty collaborations

Digital recipe content for stocks set to enthuse customers in the kitchen



Kallø, the organic stocks and rice cake brand owned by Wessanen UK, is partnering with the UK's bestselling vegan authors BOSH! and BuzzFeed's Tasty, to showcase its leading, organic stocks range with easy-to-follow recipes.

The new campaign aims to show consumers that super-tasty food doesn't need to be complicated and that quality ingredients deserve to be paired with quality stock. It will reinforce the fact that Kallø stocks only contain carefully selected organic, good, honest ingredients - with no added artificial colours, flavours or preservatives.

Launching this week, and with the BOSH! campaign supported by Kallø media spend, the campaigns will reach a combined estimated audience of 19.8 million people, with the BOSH! campaign presented to its audience of 933k followers and subscribers.

Kallø has partnered with these fashionable foodie influencers and platforms to inspire creativity in home-cooking through easy to follow content that can be streamed in the comfort of customer's homes – whilst highlighting the versatility of its stocks portfolio.

BOSH! has created a range of digital content to showcase two new variants of Kallø's plant-based stock cubes – Organic Umami and Organic Sriracha. BOSH! recipes include a vegan 'seafood' paella and a useful tip to increase the flavour of mashed potato, as well as an introduction to Kallø's plant-based stocks range. These videos will feature across BOSH!'s popular Instagram and YouTube channels.

Henry Firth & Ian Theasby, Co-Founders at BOSH! said:

"We're super excited to be continuing our partnership with Kallø. As always, our mission is to show just how easy being plant-based can be, while also encouraging people to cook at home. Kallø's new stock cubes are a magical ingredient that can really boost flavours in the kitchen."



BuzzFeed's recipe platform, Tasty, has unveiled new dishes using Kallø's core stock cubes, Organic Chicken and Organic Vegetable. Launching this week, Tasty's recipes for a white bean and pulled chicken chilli and a vegetarian pumpkin and ricotta stuffed pasta, will be uploaded to its online webpage and social media channels, where they are expected to generate a minimum of 2.4 million views.

Casey McDevitt, Commercial Director for BuzzFeed Europe said:

"We could not be more excited to be working with Kallø for the first time, adding a delicious dose of Kallø flavour to some nutritious and easy to make Tasty dishes. Our audience is becoming more inspired by healthy content so we hope to see more partnerships like this one with Kallø in the future."



Kallø's overall stock cube sales are up 22% YOY (Kantar Worldpanel, 52 w/e data to Sep 2020) and this campaign is set to bolster both its core and plant-based ranges, as consumer trends and dining habits are boosted by the surge in scratch cooking following more time spent at home.

Annabelle Riches, Kallø Brand Manager, said:

“We are pleased to continue our partnership with BOSH! and join forces with Tasty. BOSH! are experts at what they do - creating delicious recipes and inspiring consumers with creative ways to use our plant-based stock cubes. It’s our first time collaborating with Tasty, but we were really impressed with the platform and the ability to deliver great taste appeal and awareness for our core range.”

ENDS

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.

About BOSH!

Childhood friends from Sheffield, Henry Firth and Ian Theasby are BOSH!. In June 2016, they launched what has now become the biggest online vegan recipe channel in the world, reaching 26 million views a month and over 2 billion views in total. They’re the brains behind four Sunday Times Bestselling cookbooks, including the UK’s bestselling vegan cookbook of all time, and are the stars of ITV’s vegan cookery series ‘Living on the Veg’. Totally powered by plants, BOSH! create mouthwatering meat and dairy-free recipes that are shared across the globe. They have two British Book Awards under their belts and have been published in 8 languages.

About Tasty

BuzzFeed is the world's leading tech-powered, diversified media company that reaches hundreds of millions of people globally through its cross-platform news and entertainment network. The company produces articles, lists, quizzes, videos, and original series; lifestyle content through brands including Tasty, the world's largest social food network; original reporting and investigative journalism through BuzzFeed News; an industry-leading affiliate business, strategic partnerships, licensing and product development through BuzzFeed Commerce; and original productions across broadcast, cable, SVOD, film and digital platforms for BuzzFeed Studios.

ABOUT HIGHLIGHT PR

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