

NEW Kallø Cocoa, Date & Vanilla Rice & Corn Cakes to hit shelves



Kallø, the leading jumbo rice cake brand owned by Ecotone UK (formerly Wessanen UK), is set to add an exciting flavour of rice & corn cakes to its wide snack portfolio: Cocoa, Date & Vanilla (RRP: £1.55).

Challenging the sweet biscuit category with a new, delicious option, the rice and corn cakes bring together the complementary flavours of cocoa, dates and vanilla.

Through this unique and innovative flavour combination, Kallø aims to attract new consumers to the snacking category and excite existing shoppers. With no artificial ingredients the delicious flavour comes from natural ingredients and is ideal for those looking for a sweet snack.

The vegetarian-friendly rice cakes will be available in a 133g pack containing 13 jumbo-sized cakes from Waitrose stores from 22nd February.

The launch follows Kallø's large-scale digital marketing campaign titled: 'Better by Nature', which emphasises the brand's commitment to tasty food that is made with quality ingredients and no artificial flavours.

In line with the Kallø product range and brand ethos, the new rice & corn cakes are gluten-free and contain no artificial colours, preservatives, or flavours.



Hayley Murgett, Kallø Brand Controller at Ecotone UK (formerly Wessanen) said:

"The Cocoa, Date & Vanilla Rice & Corn Cakes are an exciting addition to the Kallø product portfolio. It hits the spot for those who want the taste of something deliciously sweet, but without any hidden nasties. The rice cakes are ideal for an evening snack or as an alternative to a sugary biscuit. We expect the SKU to be popular with the growing number of flexitarians seeking plant-based options."

Kallø is a brand focused on making natural and organic food, believing that super-tasty, healthy food doesn't need to be boring or complicated.

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About Kallø

Natural food brand, Kallø was founded in 1984 and has a wide portfolio of products - from light, gluten-free snacks including rice, corn, lentil and veggie cakes, to organic stocks and gravies.

B Corp certified, Kallø is focused on making natural and organic food, believing that super-tasty, healthy food doesn't need to be boring or complicated. The brand encourages its customers to be 'Better by Nature' – inspiring shoppers to choose natural while connecting them to Kallø's portfolio of real-food products.

Kallø takes pride in using carefully selected good, honest and simple ingredients - with no added artificial preservatives, colourings or flavourings.

Part of the Ecotone UK family, the brand continues to innovate in plant-based products that support wildlife biodiversity and are better for people and the planet.

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About Ecotone UK

Ecotone UK (formerly Wessanen UK) is a natural and organic food company, with pioneering food brands in expanding market segments, including:

- The UK's first Fairtrade tea company, Clipper Teas, which makes natural, fair and delicious hot beverages and created the world's first fully biodegradable, non-GM and unbleached tea bag;
- Whole Earth, the UK's no.1 peanut butter brand and manufacturer of natural and organic spreads, cereals and drinks, and
- Kallø makes market-leading, organic rice, corn and veggie cakes, as well as the UK's fastest-growing range of stocks and gravies;
- Mrs Crimble's, the gloriously gluten-free cake brand that makes delicious baked goods for all to enjoy.

Ecotone UK has been B Corp certified since 2018 and champions its mission, 'Food for Biodiversity', through a commitment to protecting the living planet for current and future generations. It is focused on providing food that is good for people and the planet and conducts its business in a sustainable way.

These principles are channelled through its involvement with its subsidiaries, and the brand is accredited by or a member of a range of industry bodies and associations including; B Corp, Fairtrade Foundation; Soil Association; UK Tea & Infusions Association, and the Organic Trade Board.

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