

Mrs Crimble's innovates with NEW Vegan-Friendly Soft Oaty Bakes with Chocolate

New product and campaign activity to elevate Mrs Crimble's during Coeliac Awareness Week



Mrs Crimble's, the gluten-free bakery brand owned by Ecotone UK, is set to launch a delicious new vegan-friendly and gluten-free snack made with oat – the fastest growing product ingredient^[1] across packaged grocery.

Mrs Crimble's Soft Oaty Bakes with Chocolate are portion-controlled, a good source of fibre and offer a low-calorie option at just 155 calories per bake.

Made with gluten-free oats and vegan Belgian chocolate, the unique and tasty soft bakes are ideal for consumers who want a permissible treat that is gluten-free, vegan-friendly and tastes great at any time of the day.

Launching to Tesco in a multi-pack of four bakes ahead of Coeliac Awareness Week^[2] (RRP £2.25, 160g), each bake is individually wrapped and has a homemade look and feel.

To bolster the launch, Mrs Crimble's is supporting Coeliac Awareness Week with a multi-channel digital activation. The campaign, titled #NoFilter, reflects Mrs Crimble's philosophy that gluten-free is all about real great taste, real benefits and real eating experiences.



Fun and playful digital advertisements will feature across YouTube, Facebook and Instagram tapping into a more youthful tone of voice that links Mrs Crimble's products to happy eating occasions. The campaign is set to reach over 5m people.

Coinciding with the advertising campaign, Mrs Crimble's is enlisting a number of micro-influencers to enjoy a Mrs Crimble's treat and 'Eat Like Nobody is Watching'. Building on the #NoFilter concept, the campaign content will highlight the pure joy linked to Mrs Crimble's gluten-free range, with content shared to an engaged audience of lifestyle and gluten-free eaters.

Vicki Hazel, Mrs Crimble's brand controller at Ecotone UK, comments:

"Customers are now selecting free-from out of choice to support their lifestyle rather than for medical needs. The Mrs Crimble's brand speaks to both lifestyle consumers and coeliac sufferers – turning the outdated view of gluten-free food on its head with tasty, high quality bakes that all can enjoy. Our mission is to offer inclusive indulgence, which is why we're innovating with vegan-friendly ingredients and creating lower calorie options. We're confident our new Oaty Bakes will have strong appeal for new and existing consumers, fulfilling those mid-morning and mid-afternoon snack occasions.

“Coeliac Awareness Week is always an important time for Mrs Crimble’s to highlight our unique and tasty free-from range. Through our digital campaign we’re encouraging our consumers to stop and really find the pleasure in their Mrs Crimbles’ moment with fun content that engages free-from consumers and the wider community.”

Coeliac Awareness Week will also be supported by instore and online shopper activations for key products in the range such as Mrs Crimble’s Big Choc Macaroons - the number one free-from cake which accounts for 16.4% of all Free-From cake sales^[1].

ENDS

Notes to editors:

[1] (IRI data: 52 w/e to February 2021).

2 Coeliac UK Awareness Week takes place between 10th -16th May

3 (IRI data: 52 w/e to 27th March 2021).

About Mrs Crimble’s

Mrs Crimble’s is the UK’s leading gluten-free cake brand and since 1979 has been whipping up cakes, bakes and nibbles for all to enjoy. The brand is best known for its chocolate macaroons and is expanding its range of vegan-friendly cakes – making it even more inclusive.

Part of the Ecotone UK family, Mrs Crimble’s creates gloriously gluten-free baked goods using traditional recipes that never compromise on taste, texture or flavour.

Accredited as a B-Corp brand, Mrs Crimble’s is a supporter of Fareshare UK, a British charity focused on fighting hunger and food waste by redistributing surplus food to frontline charities.

Twitter, Facebook and Instagram

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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