

Meet your new squeeze this Autumn

KALLØ LAUNCHES INDUSTRY-FIRST SQUEEZABLE STOCK PASTE

Kallø, the natural food brand owned by **Ecotone UK**, is set to stir up the stocks category with an innovative, game-changing new stocks product that offers an easy, squeezezy way to add natural flavour to home-cooked meals.

The new highly convenient squeezezy tube allows consumers to control how much or how little they use at any one time and is resealable and recyclable. In extensive consumer research conducted by the brand, 8 out of 10 stocks users said they would buy it.



The NEW Kallø stock pastes are available in three varieties: **Vegetable & Mixed Herbs**, **Chicken & Rosemary** and **Garlic & Mixed Herbs**. As well as being the only ‘squeeze and stir’ stocks available in the market, they are made with natural and high-quality organic ingredients for real flavour, and are gluten and lactose free.

The three SKU range will add to Kallø's existing organic stock range which is already performing ahead of the total category: Kallø is the fastest-selling top three stock brand growing at 14% in value sales compared to a decline of -5% in the overall stocks category.^[1]

The new range will hit retailer shelves from mid-October.

Each tube contains six servings (one squeeze- approximately the size of one tablespoon - is equal in flavour to one stock pot) and will retail at RRP £2.50 per tube.

Bryan Martins, Kallø marketing & category director at Ecotone UK, says:

"Kallø stock pastes has the potential to really stir up the category as the new squ-easy way to add real natural flavour to any dish. There is nothing like this on the market currently and it is so simple. Now all consumers need to do is just squeeze and stir, which is flexible in terms of how much you need in your dish, convenient, and with our new recyclable aluminium tube, more sustainable.

At Kallø our mission is to make healthy and natural eating delicious and effortless through our growing range of snacks and cooking ingredients. New Kallø organic stock pastes are a great example of how we plan to continue to do this."

The launch will be supported, from November, with an extensive marketing campaign and shopper activation to show consumers that 'Squeezy Does It.'

^[1] (source: IRI, 52 w/e, October 2021)



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