

CO-OP OFFERS VEGAN-FRIENDLY MRS CRIMBLE'S SOFT OATY BAKES TO CONVENIENCE SHOPPERS

MRS CRIMBLE'S, THE GLUTEN-FREE BAKERY BRAND OWNED BY ECOTONE UK, IS SET TO INTRODUCE ITS INNOVATIVE VEGAN-FRIENDLY OATY BAKES INTO CO-OP STORES NATIONWIDE THIS NOVEMBER.



The gluten-free bakes, made with oats and vegan chocolate, serve as a unique and tasty soft baked snack, ideal for consumers looking for an on-the-go, permissible treat that works for any time of day or occasion.

The newly-released Soft Oaty Bakes are the latest successful new product innovation from the popular British brand that has specialised in gluten-free cakes, bakes and nibbles since 1979. The treats are made with oats - the fastest-growing product ingredient across the packaged grocery*.

Mrs Crimble's Soft Oaty Bakes with Chocolate, available to buy from select Co-op convenience stores from November 2021, are portion-controlled, a good source of fibre and a low-calorie treat at just 155 calories per bake.

Bryan Martins, Mrs Crimble's Marketing & Category Director at Ecotone UK, says:

“Free-from options, both sweet and savoury, continue to be highly sought-after by convenience shoppers as more and more customers opt to go gluten-free, either for health or lifestyle reasons.”

“Mrs Crimble's brand purpose is to offer inclusive indulgence for all, and our new Soft Oaty Bakes with Chocolate treats have already proven to be a very popular addition to our range, meeting the needs of both new and existing consumers as a filling, enjoyable snack. Whether it's a mid-morning treat, a mid-afternoon boost or a sumptuous bake to enjoy with friends, Mrs Crimble's Soft Oaty Bakes with Chocolate are the perfect treat for all occasions. We are pleased to now be reaching a wider audience with our latest innovation through Co-op's wide network of convenience stores.”

Made with gluten-free oats and vegan Belgian chocolate, the unique and tasty soft bakes (RRP £2.25, 160g) will be available from Co-op in a multi-pack of four bakes, with each bake wrapped in the brand's distinctive, inviting packaging and with a homemade look and feel. The launch follows Co-op recently adding Mrs Crimble's Vegan Macaroons to its free-from fixture, bolstering the retailer's commitment to expanding the options available to free-from consumers.

The new treats complement the brand's thriving product portfolio which includes Mrs Crimble's Big Choc Macaroons - the number one free-from cake which accounts for 18% of all free-from cake sales**.

ENDS

* IRI data: 52 w/e to February 2021.

** IRI 52 w/e to 9th October 2021

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 macarons 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.

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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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