

Wessanen acquires leading gluten-free brand Mrs Crimble's

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SUMMARY

Healthy food company Wessanen, owners of Clipper Tea, Kallo and Whole Earth, has today acquired leading gluten-free brand Mrs Crimble's for an undisclosed sum.

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A pioneer of the UK gluten-free market for more than 30 years, Mrs Crimble's has established itself as a leading brand in the market, famous for its macaroons and broad range of other gluten-free products including cakes, biscuits, snacks and treats.

Mrs Crimble's net revenue amounted to £12.7m in 2015. It has widespread distribution across all channels in the UK and increasing presence internationally, and fits very well into Wessanen's existing portfolio of healthy and sustainable brands. Mrs Crimble's is expected to benefit from the growth in popularity of gluten-free products and demand from both consumers and retailers.

Patrick Cairns, CEO of Wessanen UK, comments: "Mrs Crimble's is one of the UK's best known names in the gluten-free market, with a strong and loyal customer base. This acquisition gives us a great opportunity to benefit from the growing potential of the free-from category in the UK and internationally. Alongside the success of our Clipper, Kallo and Whole Earth brands, Mrs Crimble's is another great addition to our portfolio of natural and healthy brands, which will help us drive further growth in the market."

Bill Mapstone on behalf of the owners of Mrs Crimble's said: "We are very proud of what we have achieved with the Mrs Crimble's brand and believe that Wessanen are very well placed to take both the brand and the people who have developed this business on to the next level, both in the UK and internationally."

[Recent research from Mintel](#) revealed that **sales of free-from foods are forecast to grow 13% to reach £531 million in 2016**, up from an estimated £470 million in 2015.

Wessanen UK is a natural and organic food company, with pioneering, healthy 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; **Kallo** makes market-leading, organic rice

cakes, as well as other savoury snacks, stocks, gravies and cereals; [Whole Earth](#), best known for its peanut butter, manufactures organic spreads, cereals and drinks; and [Almond Breeze](#), the increasingly popular, healthy milk alternative.



RELEVANT LINKS

 Mrs Crimble's
<http://www.mrscribbles.com>

QUOTES

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— Partick Cairns, CEO, Wessanen UK

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— Bill Mapstone on behalf of the owners of Mrs Crimble's said:

IMAGES





SPOKESPEOPLE



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ABOUT WESSANEN UK

About Wessanen UK – www.wessanenuk.com

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Wessanen UK employs around 130 people in Camberley and Beaminster, and in 2014 its turnover grew to £57m. Wessanen UK is CarbonNeutral 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.



Wessanen UKnewsroom