

Kallø expands on-the-go offering with new adult snack packs

Kallø launches Chocolate Rice Cake Minis snack packs

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SUMMARY

Kallø, the natural and organic food brand owned by Wessanen UK, has extended its on-the-go offering with the launch of Chocolate Rice Cake Minis in convenient snack packs.

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Targeted at adults on the move, each multi pack offers four individually packaged 21g servings of Kallø's Mini Rice Cakes and is available in two variants: Belgian milk and dark chocolate.

The new snack packs are gluten free and contain no artificial colours, flavours or preservatives. At only 103 calories per portion pack, Kallø Chocolate Mini Rice Cakes offer consumers an indulgent treat on-the-go with simple, natural ingredients.

The launch capitalises on the continued growth of the brand's rice cake products. Latest figures show that Kallø has achieved 10% growth year-on-year, outperforming the corn and rice cake category which has grown 4.2% (IRI July 18th 2016). Kallø is also the market leader in the plain and topped rice cake categories.

Caroline Mitchell, Kallø Senior Brand Manager at Wessanen UK, comments:

"Modern life is hectic, and for many people three square meals a day are no longer possible to pull off. More and more consumers are now leaning towards pre-prepared snacks that can be eaten while at work or when travelling. Our new, convenient chocolate rice cake minis have been developed to meet this demand."

The brand recognises that health continues to be a key influencer on purchasing decisions. Kallø's mission is to make 'positive eating' easy for consumers by delivering both taste and simplicity.

Kallø Chocolate Rice Cake Minis Snack Packs are now available to purchase in over 200 Waitrose stores (rrp: £1.99/84g). Visit www.kallo.com for more information.

QUOTES

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— Caroline Mitchell, Kallø Senior Brand Manager, Wessanen UK

IMAGES





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ABOUT WESSANEN UK

About Wessanen UK – www.wessanenuk.com

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.

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.



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