

# Wessanen UK brands contribute to strong company growth

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## SUMMARY

*Wessanen, a leading European healthy and sustainable food company, has today published its Full Year 2016 results*

**W**essanen, a leading European healthy and sustainable food company, has reported another successful year sustaining strong profitable growth in its Full Year 2016 results, which have been published today.

The company achieved revenue growth of 9.0% to €570m and autonomous growth in its own brands at 8.5%.

The full release can be found here: <http://www.wessanen.com/en/newsroom/press-releases/2017/wessanen-q4fy-2016-results--sustaining-strong-profitable-growth/>

Wessanen's UK-based brands contributed strongly to the company's overall growth.

Nut butter brand, **Whole Earth**, enjoyed a very successful year of fast growth in the spreads category, which has seen the brand overtake Sun-Pat to become the UK's peanut butter market leader. The brand's value sales have grown by at 30% YOY (source: IRI w/e 31st December 2016). Through the brand's all-natural, healthy ingredients and positioning as 'nature's wonderfuel', it continues to benefit from the growing consumer trend for healthier lifestyles and better food choices.

Organic and natural food brand, **Kallo** also reported strong areas of growth in the last year after outperforming the category in both light meals & snacks and cooking ingredients. The brand experienced an increase in value sales of 11.7% in light meals and snacks and 14% for its cooking ingredients. (source: IRI w/e 31<sup>st</sup> December 2016). This was supported by a significant increase in distribution, as consumer demand for simple, natural ingredients continues to rise.

Meanwhile, Fairtrade tea brand **Clipper** also achieved solid growth, not just in green tea but in black tea too – despite the category being in decline. Clipper is the fastest-growing everyday tea brand – growing value sales over the last 12 months by 11%\* and outperforming the category [source: IRI 52 w/e 31<sup>st</sup> December 2016, \*a rate of growth higher than the top 15 brands].

Adding to the brand's strong-performing portfolio, Wessanen UK also acquired leading gluten-free

brand **Mrs Crimble's** in 2016 – providing a further opportunity for growth. 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 with widespread distribution across all channels in the UK.

Gill Green, Marketing Director of Wessanen UK, comments:

“We’re really proud of how well the UK brands have performed in the last year, which we attribute to an increased level of investment in marketing, and product innovation. The strategy for each brand has been very targeted and consumer driven, focusing on the best ways to appeal to those health-conscious people that make considered buying decisions based on what’s good for their bodies. From Kallo’s no-nonsense, simple proposition to Whole Earth’s ‘nature’s wonderfuel’ approach, we’ve tapped in to the growing appetite for healthier, more sustainable food and drink choices. People want great tasting, natural brands that do good for them and the planet – and that’s what our brands deliver.”



#### QUOTES

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— Gill Green, Marketing Director of Wessanen UK

#### IMAGES



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## ABOUT WESSANEN UK

**About Wessanen UK – [www.wessanenuk.com](http://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.

Wessanen UKnewsroom