

# Mrs Crimble's builds on convenience success with new on-the-go Cake Bars

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## SUMMARY

*Leading gluten-free brand, Mrs Crimble's, owned by Wessanen UK, is making free-from products more accessible, thanks to a major national listing in the convenience channel. Mrs Crimble's single-pack cake bars will be available in the food-to-go sections of 1,500 Tesco Express stores from June.*

**M**rs Crimble's, the leading gluten-free brand owned by **Wessanen UK**, has become the first of its kind to launch cakes within the food-to-go section of convenience outlets, making free-from products more accessible.

Launching in over 1,500 Tesco Express stores from June, Mrs Crimble's single-pack cake bars offer a convenient, great-tasting snack, perfect for eating on the move.

The availability of the new cake bars in Tesco Express stores is a welcome move for those who follow a gluten-free diet; giving them easier access to a convenient snack that delivers on taste and fits with their dietary needs.

The cake bars can also be found in Nisa stores and other independent and convenience outlets nationwide. And launched in Tesco's supermarkets earlier this year.

Indulgent and moist, Mrs Crimble's cake bars come in three classic flavours: Chocolate, Jammy Sponge and Lemon and Poppy Seed. They fit with the brand's wider ethos to provide delicious, joyful and convenient treats which happen to be gluten-free.

## **Rebecca Vercoe, Mrs Crimble's Brand Controller at Wessanen UK, comments:**

"Our aim is to liberate those who are restricted by a gluten-free diet, supporting their dietary needs with delicious treats that taste as good – if not better – than the mainstream alternatives.

"Through this huge new listing with Tesco Express and our presence in other major convenience stores including Nisa, we are now able to do just that. Our cake bars are perfect for on-the-go snacking; their wonderful, moist consistency means you don't get covered in crumbs."

Established over 30 years ago, Mrs Crimble's is a trusted, household name in gluten-free; for the third year running its Choc Macaroon is the best-selling SKU in Total Convenience Sweet Treats.

*[source: IRI 52w Convenience Value Sales 25/2/17]*

Rebecca Vercoe adds: "Taking gluten-free into the food-to-go section is a huge step forward for the free-from industry. With the rising number of consumers in the UK now going gluten-free, it's become increasingly important for retailers to makes products like ours more accessible."

Mrs Crimble's continues to innovate with its gluten-free range. Acquired by Wessanen UK (the owner of Clipper Teas, Kallo and Whole Earth) last summer, the brand prides itself on oven baking life-affirmingly delicious macaroons, cakes, biscuits and nibbles, both sweet and savoury.



#### QUOTES

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#### 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; **Mrs Crimble's** makes joyfully, wholesome and deliciously gluten-free macarons, cakes, biscuits and nibbles, for all to enjoy, 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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