

Wessanen UK presents its innovative portfolio at Lunch! 2017

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SUMMARY

Wessanen UK, the natural and organic food company, is bringing a range of products from innovative brands - Whole Earth, Kallø, Mrs Crimble's and Clipper - to stand H84 at the Lunch! on 21-22 September.

Pioneering food company **Wessanen UK** is set to showcase its varied portfolio of forward-thinking brands at **Lunch! 2017**, the leading trade show for food-to-go at London's Excel on 21-22 September.

Visitors to the show will be able to find out the latest news and sample some tasty treats from each of the Wessanen UK-owned brands, Clipper Teas, Kallø, Mrs Crimble's and Whole Earth on stand **H84**.

Whole Earth, the natural and wholesome food brand, will showcase a range of its nutritious spreads, including the brand's market-leading peanut butter and new almond butter; great for making sandwiches or adding to a lunch dish. It is also set to bring its innovative Power Balls – convenient and bite-sized protein-rich snacks that are ideal for fuelling exercise or as a healthy desk-side snack **to bridge the hunger gap between meals**. The team will be on hand to talk about diversifying Whole Earth's spreads portfolio and aligning the brand with fitness through high-profile sports partnerships including the British Triathlon and England Netball.

Delegates at the Lunch! Show can also find out more about healthy food brand **Kallø**, and its organic and natural product portfolio including healthy rice and corn cakes that offer a simple low-calorie lunch option. Suitable for vegetarians, vegans and coeliac sufferers, Kallø's rice and corn cakes are available in convenient packaging formats and are ideal for eating on-the-go. The brand's chocolate topped rice cake thins are a great alternative to a chocolate biscuit; they give consumers a little indulgence with only 55 calories per thin.

Ethical and delicious, **Clipper Teas** is set to bring its pure and natural range of black teas, green teas, and infusions. Clipper was the first tea brand in the UK to carry the Fairtrade mark and is committed to offering a full range which is Fairtrade and Organic certified. Visitors will have the chance to meet **the Clipper tea guys**, Dan and James, who travel the world to work with the best tea gardens to select premium grade tea that is carefully blended and packed in Dorset. There is a large range of Envelope, String and Tag teas and infusions, plus Fairtrade coffee and hot chocolate to suit

food service opportunities in any size of outlet.

Perfect for enjoying with a cup of tea, **Mrs Crimble's**, renowned for its great-tasting, gluten-free treats and bakes, will be showcasing its contemporary new look on the stand. The new brand identity introduces the new Mrs Crimble's brand icon, who is on a mission to prove that free-from most certainly doesn't have to be boring! Visitors are invited to the stand to try some of the brand's delicious gluten-free baked treats, including the world-famous choc macarons and their range of on-the-go single serves, the perfect gluten-free foodservice solution.

Gill Green, Marketing Director at Wessanen UK, comments:

"We are delighted to be part of the Lunch! Show as it presents a perfect opportunity for us to speak to buyers in the food-to-go sector across retail and food service, and show them how our unique and distinctive brands can make a difference to their lunch offering.

"We know that more people than ever are enjoying healthier packaged snacks and an increasing number of people are making purchasing decisions based on the provenance and quality of their food. It's becoming increasingly important that retailers and venue operators have a strong healthy snack offering; we can help to support this goal. We look forward to meeting delegates and introducing them to our many lunch and snacking solutions."

Celebrating its 10th anniversary, the Lunch! Show is set to welcome over 6,000 quality food, drink, equipment, packaging & technology buyers from all the leading food-to-go chains, supermarkets, contract caterers, quality independent cafés and coffee shops, delis, airline & rail operators, attractions, wholesalers and distributors from across the UK and overseas, through the doors at London's Excel. For more information visit www.lunchshow.co.uk.



QUOTES

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— Gill Green, Marketing Director at 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; **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. 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