

Kallø to launch its biggest-ever outdoor advertising campaign

Wessanen UK brand's widest-reaching advertising activity to date aims to encourage UK shoppers to trade in their traditional snacking and lunchtime choices for lighter, low calorie options.

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SUMMARY

From 25th September, a series of colourful, eye-catching Kallø adverts will be displayed on hundreds of locations around the UK. These will showcase Kallø's range of organic, low fat and gluten free products as the intelligent food choice.

Kallø is set to release its first-ever national out-of-home advertising campaign, expected to reach over 40% of consumers across the UK.

The focus of the campaign from the **Wessanen UK**-owned brand is to inspire consumers to make intelligent mid-week food choices, by trading in their traditional snacking and lunchtime choices for lighter, low calorie options.

From 25th September, a series of colourful, eye-catching adverts will be displayed on hundreds of lit-up and scrolling 48 sheets around the country. These will showcase Kallø's range of organic, low fat and gluten free products as the intelligent food choice.

Kallo's widest-reaching advertising activity to date aims to increase brand awareness across three key adverts supporting each of the Kallø product portfolios. Headlined with 'Make your SandSwitch', 'Make your SnackSwap' and 'Join the StockExchange,' each of the adverts looks to depict a visual representation of the vibrant side of healthy food choices.

The four-week campaign will be supported and amplified online through The Kallø Collective – a group of highly-influential social media stars including food photographer and stylist Bea Lubas, Instagram influencer and growth mentor Domnique (also well-known by her Instagram name, allthatisshe) and fitness, food and lifestyle blogger, Tara London. This group will help to spread the word through Instagram and other social platforms with beautiful photography and striking recipe ideas using Kallø products.

Hayley Murgett, Kallø Brand Controller at Wessanen UK, comments:

“This campaign provides a significant opportunity to increase Kallø’s brand awareness, by showcasing our range of gluten free, low calorie rice cakes and snacking products as well as unveil the nation’s first organic stock pots”.

“Supporting this with a highly-targeted digital approach will perfectly complement our outdoor advertising campaign. We know that many of our fans actively use social media for lifestyle and food inspiration, so this is a perfect opportunity for Kallø to engage directly and share our message even wider.”

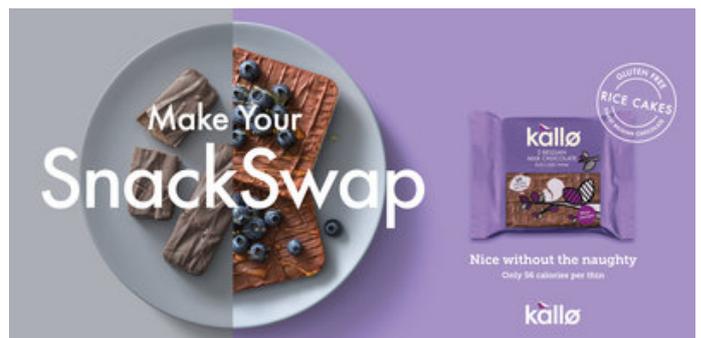
Kallø recently carried out an online survey into attitudes towards food and diet with over 500 consumers across the UK. It found that over 50% of consumers in the UK are eating packaged, healthier snacks – such as rice cakes, cereal bars and nuts – at least once a day. This number had risen notably by 12% since the brand carried out the same research in 2016.

The brand’s chocolate-topped rice cake thins offer a deliciously sweet #SnackSwap with fewer calories. At only 54 calories per thin, they have been particularly well received with consumers who are looking for a sweet snack with less calories.

Kallø’s low calorie snacking portfolio features a range of rice cakes and corn cakes based on simple, natural ingredients with no artificial colours, flavours or preservatives. The new stock pots are also available in a range of flavours to suit a variety of dietary needs.



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