

# Mrs Crimble's launches Mini Macaroon sharing tubs

Gluten-free brand's best-selling product is now even more accessible

09 OCTOBER 2017, CAMBERLEY, SURREY

## SUMMARY

*Pioneering gluten-free brand, Mrs Crimble's, has bolstered its portfolio with a new sharing tub of bite-sized Choc Macaroons.*

**M**RS CRIMBLE'S, the pioneering gluten-free brand owned by **Wessanen UK**, has added to its portfolio of indulgent baked treats with the launch of a 12-portion tub of its renowned Choc Macaroons.

Available in Tesco stores (£3 / 180g) from October, the combination of bite-sized pieces within a convenient resealable tub makes it perfect for sharing occasions.

The new tub format joins the brand's expanding range of Choc Macaroon SKUs to suit a variety of consumer needs. This includes a single-serve jumbo Macaroon – ideal for the food-to-go fixture – and a six-pack tray for stock-up purchases.

The category-leading Choc Macaroons offer a wonderfully moist coconut cake with a choccoy coating. A reflection of its popularity, it has been calculated that one Choc Macaroon is eaten every second worldwide.

Recommended by the Coeliac Society, Mrs Crimble's Choc Macaroons are suitable for those following a gluten-free diet and are enjoyed worldwide by free-from and mainstream customers.

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

“Gluten-free products should taste good enough that you want to share them with friends and family and enjoy them on social occasions; that's why we always strive to meet the needs of our fans. At Mrs Crimble's we believe that gluten free doesn't have to be boring; free-from customers shouldn't have to compromise on taste, quality and pack formats – everyone should be able to have their cake and eat it.

“There aren't many out there who can resist a Choc Macaroon. Moist, delicious and full of joy, our macaroons continue to perform well in all retail channels. The new sharing tub presents the perfect opportunity for retailers to bolster their cake offering, especially as the winter party season approaches.”

The design of the new Mini Mac tubs follows the striking and contemporary brand identity that Mrs Crimble's launched earlier this year. Being rolled out across the entire Mrs Crimble's range, the new look and feel colourfully and memorably brings the long-established brand to life in the form of a wooden spoon character – evocative of Mrs Crimble's delicious baked treats.

Mrs Crimble's creates liberating and life-affirmingly delicious gluten-free baked treats, suitable for all to enjoy. The beacon brand in the gluten-free market was created over 30 years ago and is now one of the UK's biggest cake brands. Products are available in different pack formats, price points and variants to suit a variety of consumer needs and purchasing occasions.



#### RELEVANT LINKS

 Mrs Crimble's website  
<http://www.mrskrimbles.com>

 Mrs Crimble's twitter profile  
<https://twitter.com/mrskrimbles>

 Mrs Crimble's facebook profile  
<https://www.facebook.com/mrskrimbles/>

#### QUOTES

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— Rebecca Vercoe, Mrs Crimble's Brand Controller at Wessanen UK

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— Rebecca Vercoe, Mrs Crimble's Brand Controller at Wessanen UK

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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 macaroons, 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.



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