

Kallø launches UK's first organic stockpot

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SUMMARY

Natural food brand, Kallø, launches the UK's first organic stock pots - chicken, vegetable and beef - into Asda, Tesco, Morrisons and Sainsbury's in addition to independent health stores. To support the launch the brand is investing heavily in an in-store media campaign including trolley advertising and advertisements in retailer consumer magazines which encourages consumers to 'Join the #StockExchange'

Kallø, the natural food brand owned by **Wessanen UK** has launched a range of organic stock pots into four major UK supermarket chains.

Available in three flavours – chicken, beef and vegetable – the new additions are the nation's first organic stock pots on the market. Developed in line with the Kallø brand's natural ethos, each one is gluten-free and contains no artificial flavours, preservatives or MSG.

Sold in a four-pot pack, Kallø Organic Stock Pots can now be found in Morrisons, Asda, Tesco and Sainsbury's stores nationwide (RRP £1.80 / 4 x 28g) in addition to independent health food shops.

Made with organic, natural and high-quality ingredients, the flavoursome stock pots are set to enhance the taste of the nation's favourite winter recipes such as soups, stews and traditional pasta dishes. Fast and easy-to-use, the contents dissolve quickly when added to any hot dish.

To support the launch, the brand is investing in a heavy instore media campaign which will include highly visible trolley ads, 6-sheets and retailer press activity all of which will be supported by additional social and online activity. The adverts follow Kallø's initiative to encourage consumers to 'Join the #StockExchange' and start using Kallø organic stock pots to unleash the flavour pot-ential of any meal, developed by creative agency Mad River.

Samples of the Stock Pots will also be included in the Degustabox Christmas box, which will be delivered to approximately 6,000 homes across the UK.

Beth Roxburgh, Kallø Brand Manager at Wessanen UK, comments:

"We pride ourselves on our range of delicious organic, gluten free stocks and gravies, that enable us to meet customer needs in this category. As the UK's leading organic stock cube brand, a stock pot was the next logical addition to our portfolio – allowing us to bring an organic alternative to the

growing stock pot market.

“With their rich flavour, the stock pots are made the Kallø way which means a focus on taste and high quality, organic ingredients.”

Kallø has a varied portfolio of stocks and gravies that includes granules, cubes, and very low salt variants. All the stocks and graves are organic and made with only natural ingredients. Kallø continues to perform consistently well in the stocks and gravies category with a value sales growth of 9.8% over the last 52 weeks (Source: IRI 16th Sep 2017).



QUOTES

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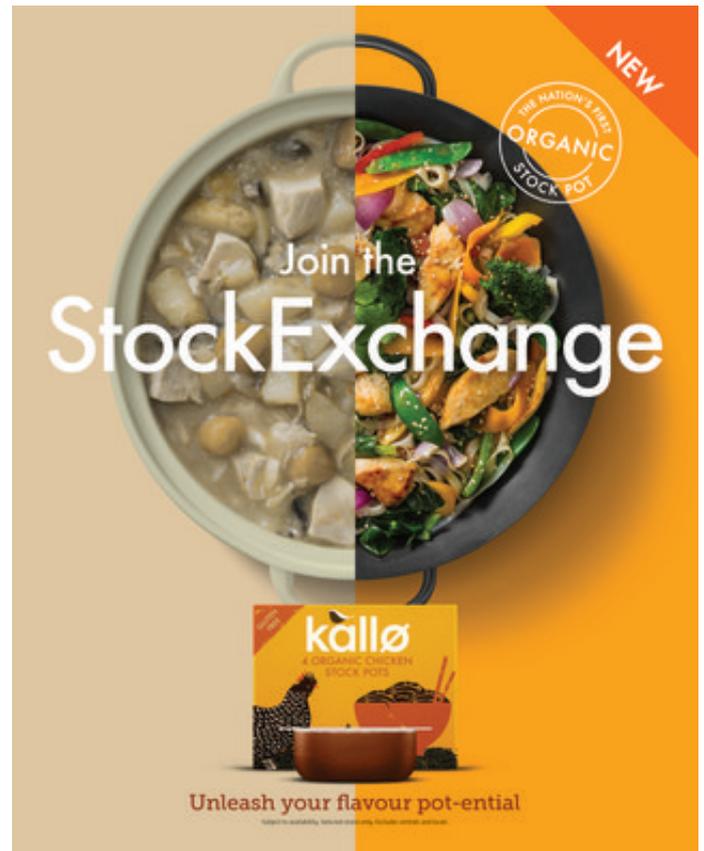
— Beth Roxburgh, Kallø Brand Manager at Wessanen UK

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IMAGES





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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 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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