

Kallø launches new Protein-Packed Lentil Cakes

Kallø, the natural food brand owned by Wessanen UK, is set to launch the UK's first lentil-based rice and corn cake to help retailers fulfil the rising consumer demand for protein-rich snacks.

Available in Waitrose and Health Food Stores from January 2018, the rice & corn cakes contain lentils, chick peas, sprouting peas, rice and corn; ingredients that are naturally high in protein.



The launch comes as the popularity for protein continues to rise – Brits are eating an average of 25.1kg of protein at home in a year [Kantar Worldpanel 52 w/e 13 August 2017].

The flavoursome rice cakes, sold in a jumbo roll format (RSP £1.89), offer a low-calorie snack to fill the gap between meal times. Each one contains slow-release energy to help consumers feel fuller for longer and has only 30 calories per cake.

Gluten and wheat free, the vegetarian and vegan-friendly lentil cakes also offer a healthy and tasty option for those with specific dietary requirements.

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

“Consumers are increasingly making purchasing decisions based on health needs and are looking for snacks that have a higher nutritional value.

“We’re proud of this latest addition to our healthy snack portfolio that offers the perfect solution to support consumer needs. Whereas some brands will add protein through artificial means, we’re committed to using only natural processes and ingredients to bring something fresh and new to the snack aisle.

“We are continuing to innovate in the snack category and will continue to bolster our portfolio with more exciting new product launches in 2018”.

The Protein-Packed Lentil Cakes joins Kallø’s growing portfolio of rice cakes and corn cakes available in a variety of pack sizes and formats to meet different needs from on-the-go snacking to ‘big shop’ purchases.



In line with Kallø’s brand ethos, the Protein-Packed Lentil Cakes are made with only the finest natural ingredients using simple processes. They contain no artificial colours, flavours or preservatives.

Kallø’s rice and corn cakes have continued to grow in popularity and the brand has enjoyed strong value sales growth of +35% over the last three years (source: IRI 2014 – 2017).

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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